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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA.

(18)

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CHANGES IN THE VALUE OF RETAIL SALES, JANUARY, 1936

Retail sales in Canada for January, 1936, were 1.2 per cent or 0.8 points higher in dollar value than for January, 1935, and 2.2 per cent or 1.5 points higher than for January, 1934, according to index numbers published by the Dominion Bureau of Statistics. The general index stood at 70.0 for January, 1936, as against 69.2 for January, 1935, and 68.5 for January, 1934, on the basis of the average for 1930 as 100. As compared with December, 1935, retail sales decreased by more than the usual seasonal amount, the general index declining from 76.7 to 70.0.

All index numbers quoted in this summary have been adjusted for number of business days and for seasonal variations. The figures are based on returns made by 169 chains, comprising more than 3,300 stores and 37 departmental establishments.

Hardware:

The upward trend of hardware sales in Canada was continued in January. The index number was 86.4, a gain of 7.3 per cent over January, 1935, and an increase of 7.9 per cent over December, 1935.

Furniture:

Retail sales of furniture improved by nearly seven per cent over January last year, but there was a decline of 8.1 points or 10.3 per cent from December.

Candy:

Marked improvement over January last year was shown in candy sales. The index number, 58.6, represented a gain of 11.6 per cent over the January, 1935, figure, 52.5.

Department Stores:

The index of departmental store sales declined from the high level of the preceding month (78.5) to 66.8 for January, 1936. This figure is nearly four per cent lower than the 69.5 recorded for January, 1935.

Groceries and Meats:

Retail sales of groceries and meats during the last two months have reached a higher level than at any time since August, 1932. The index number for January was 76.9 as compared with 78.5 for December, 1935, and 73.9 for January, 1935.



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Minister of Trade and Commerce
DEPARTMENT OF TRADE AND COMMERCE
COMMISSION OF STATISTICS
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CHANGES IN THE VALUE OF WHOLESALE SALES, JANUARY, 1955

Wholesale sales in Canada for January, 1955, were 1.2 per cent or 0.8 points higher in dollar value than for January, 1954, and 2.2 per cent or 1.5 points higher than for January, 1953, according to the monthly index published by the Dominion Bureau of Statistics. The general index for January, 1955, on the basis of the average for 1954 as 100, was compared with December, 1954, retail sales advanced by more than the usual season-amount, the general index reaching 101.2 in 1955.

All retail numbers entered in this summary have been adjusted for number of business days and for seasonal variations. The figures are based on returns sent by 100 dealers, comprising more than 2,500 stores and 15 departmental establishments.

The highest rate of increase since in 1954 was recorded in January. The index number was 101.2, a gain of 1.2 per cent over January, 1954, and an increase of 0.8 points over December, 1954.

The index number for January, 1955, was 101.2, a gain of 1.2 per cent over January, 1954, and an increase of 0.8 points over December, 1954.

Wholesale sales of departmental stores were shown in early sales. The index number, 101.2, represented a gain of 1.2 per cent over the January, 1954, figure, 100.2.

The index of departmental stores sales reached 101.2 in January, 1955, a gain of 1.2 per cent over January, 1954, and an increase of 0.8 points over December, 1954.

Wholesale sales of groceries and meats during the last two months have reached a higher level than at any time since January, 1954. The index number for January, 1955, was 101.2, a gain of 1.2 per cent over January, 1954, and an increase of 0.8 points over December, 1954.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Boots and Shoes (16 Chains)			Candy (6 Chains)			Men's Clothing (15 Chains)			Women's Clothing (12 Chains)			Departmental (37 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
January	45.4	45.8	69.3	47.5	47.1	62.8	36.9	37.0	56.0	41.9	41.9	60.7	56.1	55.6	69.5
February	37.5	29.9	62.3	51.7	56.0	60.9	37.9	40.3	65.0	38.2	40.5	59.6	54.9	58.5	69.7
March	73.8	69.4	78.9	84.2	78.8	60.6	63.1	59.8	59.8	59.0	55.9	60.8	67.1	65.3	68.0
April	71.0	73.0	70.2	55.2	58.2	68.4	66.0	68.5	59.6	62.3	64.5	59.7	66.3	68.1	70.9
May	92.1	92.8	79.3	60.0	59.3	60.5	76.1	76.1	65.0	68.7	68.6	62.4	73.6	72.9	71.5
June	109.5	102.8	77.3	48.4	46.7	60.6	73.9	69.6	60.0	74.7	70.2	58.5	69.9	68.0	70.1
July	68.6	71.1	69.7	46.8	47.9	56.4	52.1	53.8	63.3	55.5	57.2	61.5	54.2	55.6	69.5
August	58.2	56.4	68.0	58.6	57.6	58.7	45.5	43.6	62.3	52.3	50.1	65.9	59.0	56.1	70.1
September	71.5	71.5	73.7	54.2	54.0	58.0	56.1	56.1	61.0	57.7	57.6	64.0	72.2	75.7	72.8
October	68.1	66.6	68.6	56.4	56.0	58.9	85.2	83.2	67.1	60.5	59.1	61.5	83.9	80.4	69.9
November	70.5	70.2	65.0	49.2	49.8	57.9	86.0	85.0	68.0	60.6	59.8	64.3	83.1	81.7	71.7
December	121.5	117.0	82.9	115.4	112.0	60.2	94.7	92.9	72.6	122.2	119.8	64.7	112.0	113.2	74.5
1935															
January	43.9	43.9	66.5	39.8	39.4	52.5	44.8	44.6	67.6	38.3	38.1	55.3	56.3	55.6	69.5
February	36.4	38.7	60.4	55.6	60.3	65.5	39.6	42.1	67.8	39.4	41.8	61.5	54.3	57.9	68.9
March	61.2	57.6	77.9	52.2	50.3	59.2	53.2	50.1	64.2	51.6	48.5	63.9	61.1	59.4	66.7
April	83.1	86.1	73.0	78.9	80.8	62.2	84.9	89.1	65.0	70.6	74.0	59.7	72.3	74.5	72.4
May	80.9	80.9	69.2	60.8	59.7	61.0	71.4	71.1	60.8	61.0	60.7	55.2	70.8	69.9	68.5
June	109.8	106.5	80.1	47.1	46.9	61.0	75.3	73.6	63.5	69.5	67.8	56.5	70.8	71.5	73.7
July	70.0	70.6	69.2	44.0	43.8	51.5	57.7	57.7	67.9	56.3	56.3	60.5	56.9	56.4	70.5
August	62.9	57.2	68.9	59.2	55.4	56.6	50.3	46.0	65.6	50.5	46.1	60.6	59.5	55.7	69.7
September	38.7	73.0	75.3	52.6	55.4	59.6	59.5	63.3	68.8	52.1	55.3	61.5	71.8	76.4	73.5
October	70.7	69.1	71.2	57.4	56.8	59.8	83.0	85.4	68.9	62.1	60.1	62.6	88.4	84.3	73.3
November	79.6	74.9	69.4	52.3	50.4	58.6	93.4	87.9	70.4	62.9	59.1	63.5	88.1	85.6	75.0
December	117.2	121.0	85.8	116.8	119.7	64.3	100.8	104.9	82.0	122.5	127.4	68.9	116.3	119.4	78.5
1936															
January	41.0	40.9	61.9	44.7	43.9	58.6	47.2	46.7	70.7	40.0	39.5	57.2	54.4	53.5	66.8

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Drugs (23 Chains)			Dyers & Cleaners (8 Chains)			Furniture (7 Chains)			Groceries & Meats (34 Chains)			Hardware (16 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
January	70.0	69.0	71.9	53.0	52.1	73.4	42.5	42.1	62.8	70.8	71.4	73.6	42.1	41.4	64.7
February	64.8	70.3	69.6	49.1	52.3	74.7	48.6	51.8	62.4	68.6	72.9	74.4	43.2	46.0	67.7
March	75.4	72.1	71.4	72.5	71.3	71.3	56.9	55.1	61.3	78.7	73.8	73.8	55.1	54.2	70.4
April	69.2	72.0	72.7	87.9	89.9	69.1	65.5	67.3	62.9	71.6	74.5	72.4	74.2	75.9	72.3
May	70.3	68.9	71.7	94.0	92.4	73.9	74.9	74.2	64.0	76.8	77.4	73.0	103.7	102.0	75.0
June	72.7	71.7	71.0	83.4	82.0	73.9	67.7	65.6	65.6	74.7	69.5	69.5	85.4	84.0	73.1
July	68.9	69.3	71.5	72.4	74.1	75.6	51.2	52.6	65.7	67.9	70.4	71.8	77.1	78.9	76.6
August	70.4	68.7	70.1	78.1	74.0	77.1	72.5	69.4	68.1	69.9	67.2	73.1	77.9	73.8	72.4
September	69.8	70.4	71.9	79.6	84.8	70.1	78.0	81.1	66.5	69.7	68.6	68.6	87.5	93.2	76.5
October	71.8	70.8	71.5	85.0	80.4	72.5	79.8	76.4	64.7	75.3	74.4	74.4	92.6	87.7	78.3
November	71.5	72.2	72.2	69.7	68.5	76.1	72.3	71.7	69.6	71.7	70.8	71.6	69.4	68.2	72.6
December	85.4	84.0	73.6	59.1	60.4	78.5	79.4	79.6	71.0	75.3	73.0	68.2	79.9	81.7	80.1
1935															
January	72.1	70.6	73.6	51.7	50.8	71.6	44.8	44.4	66.3	71.7	71.7	73.9	52.4	51.5	80.5
February	68.9	74.7	72.9	44.7	47.6	68.1	55.6	59.2	71.3	67.6	71.8	73.2	49.8	53.0	78.0
March	76.3	74.8	74.1	64.1	63.0	70.0	63.7	61.7	68.6	75.2	70.0	72.9	62.3	61.2	79.5
April	71.7	73.0	73.3	96.3	98.4	70.3	74.8	76.8	71.8	73.9	78.1	73.0	80.6	82.4	78.5
May	72.0	70.4	73.2	93.7	92.1	73.7	77.4	76.7	66.1	74.8	74.7	70.5	102.4	100.8	74.1
June	70.7	71.3	70.6	90.0	92.0	82.9	70.8	71.0	71.0	71.4	68.9	68.9	87.2	89.2	77.6
July	71.4	70.4	72.5	77.6	76.3	77.9	59.2	58.6	73.3	69.9	70.4	71.8	82.9	83.5	81.1
August	74.1	70.8	72.2	76.5	72.4	75.4	78.6	73.7	72.2	71.5	64.6	70.2	84.1	81.6	80.0
September	69.8	72.6	74.1	83.2	88.6	73.2	85.0	90.5	74.2	69.6	73.9	73.9	90.7	99.1	81.2
October	74.4	72.9	73.6	88.1	83.4	75.1	93.6	89.7	76.0	77.3	75.4	75.4	95.5	92.6	82.7
November	76.8	75.8	75.8	71.1	69.9	77.6	84.7	81.7	79.4	75.4	70.1	70.8	81.4	82.3	87.3
December	87.8	88.3	77.4	56.7	57.9	75.2	85.8	88.5	79.0	80.4	84.0	78.5	77.9	81.7	80.1
1936															
January	72.7	71.0	74.0	53.7	52.8	74.3	47.9	47.5	70.9	75.6	74.6	76.9	54.9	55.3	86.4

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (9 Chains)			General Index (206 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C
1934												
January	30.2	29.8	35.9	51.2	50.3	54.0	54.9	55.2	82.4	57.7	57.6	68.5
February	31.4	33.6	38.6	47.7	51.9	54.0	55.5	59.1	79.9	56.2	59.9	68.9
March	32.9	32.5	39.6	56.7	55.0	56.7	76.1	71.7	87.4	69.3	66.3	67.6
April	29.9	30.7	37.9	53.9	55.3	54.8	69.8	72.2	80.2	67.4	69.6	69.6
May	37.1	36.6	42.0	56.8	55.7	55.7	92.4	92.9	89.4	75.3	75.0	71.4
June	28.9	28.5	40.2	55.3	55.3	54.8	90.0	84.9	82.4	72.6	69.4	68.7
July	24.7	25.3	38.9	54.1	53.8	52.2	79.2	81.9	81.9	60.6	62.2	69.1
August	33.8	32.1	42.2	57.3	56.0	52.9	77.7	75.5	82.1	63.4	60.8	69.9
September	52.8	56.5	41.2	52.6	53.5	50.9	79.9	79.7	82.2	69.7	71.2	69.8
October	57.5	54.6	41.4	53.2	52.2	52.2	86.3	84.4	80.4	77.7	75.5	70.5
November	59.6	58.8	41.7	51.2	51.8	53.9	83.9	83.7	82.9	74.9	74.1	69.9
December	67.4	69.2	43.8	53.7	52.9	51.8	159.6	155.1	83.8	95.2	94.5	71.1
1935												
January	37.2	36.7	44.2	49.0	48.1	51.7	53.2	53.3	79.5	58.6	58.2	69.2
February	36.1	38.6	44.4	44.9	48.7	50.8	57.7	61.5	83.1	56.4	60.1	69.1
March	39.7	39.2	47.8	51.4	50.5	52.0	67.5	63.7	80.6	64.8	61.8	69.5
April	35.5	36.4	45.0	50.7	51.4	50.9	77.9	80.9	87.0	72.9	75.7	69.5
May	43.0	42.4	48.8	51.9	50.8	50.8	79.5	79.7	76.6	72.4	71.8	68.4
June	30.1	30.9	43.5	49.8	50.7	50.2	88.6	86.1	83.6	71.6	71.0	70.3
July	26.6	26.2	40.4	51.2	50.2	48.8	82.8	83.3	83.3	63.0	62.9	69.9
August	35.2	33.4	44.0	55.4	53.6	50.6	83.7	73.6	83.3	64.9	60.2	69.2
September	52.3	55.9	40.8	53.0	54.5	51.9	77.9	83.0	85.5	69.7	74.0	72.6
October	66.6	63.3	48.0	54.3	53.3	53.3	90.4	83.1	83.9	81.2	78.4	73.2
November	66.0	65.1	46.2	52.5	52.6	54.7	91.3	86.1	85.2	80.0	76.7	72.3
December	67.3	69.1	43.7	55.7	55.4	54.3	164.0	169.7	91.7	98.9	102.1	76.7
1936												
January	44.4	43.9	52.8	51.1	50.0	53.7	53.9	53.8	80.3	59.7	58.8	70.0

GENERAL INDEX

Unadjusted
Adjusted for Seasonal Variations —

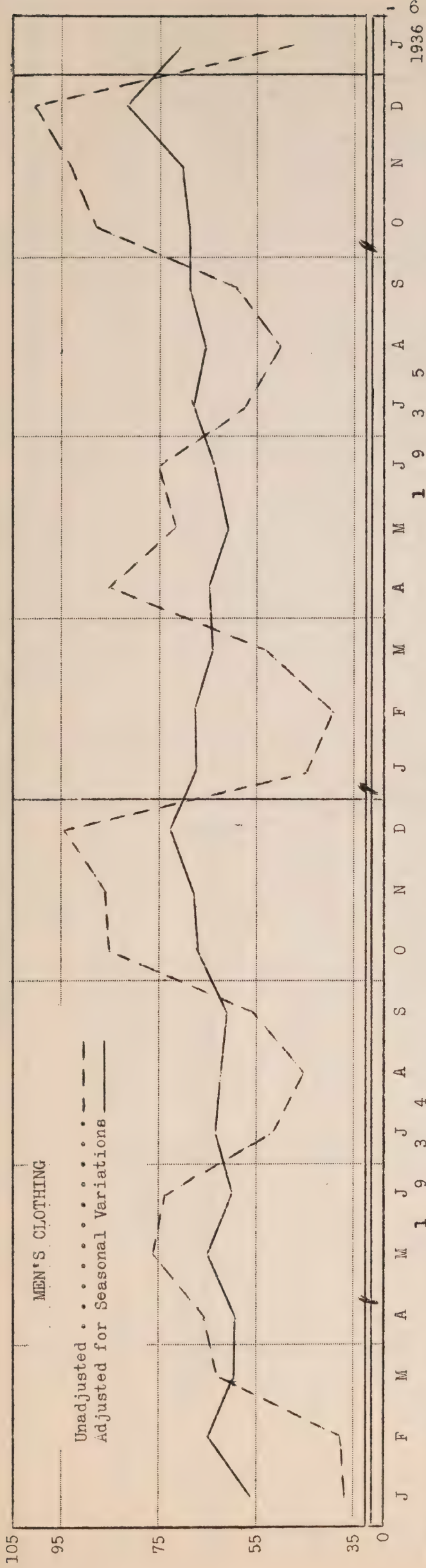
J F M A M J J A S O N D J
1935 1936

WOMEN'S CLOTHING

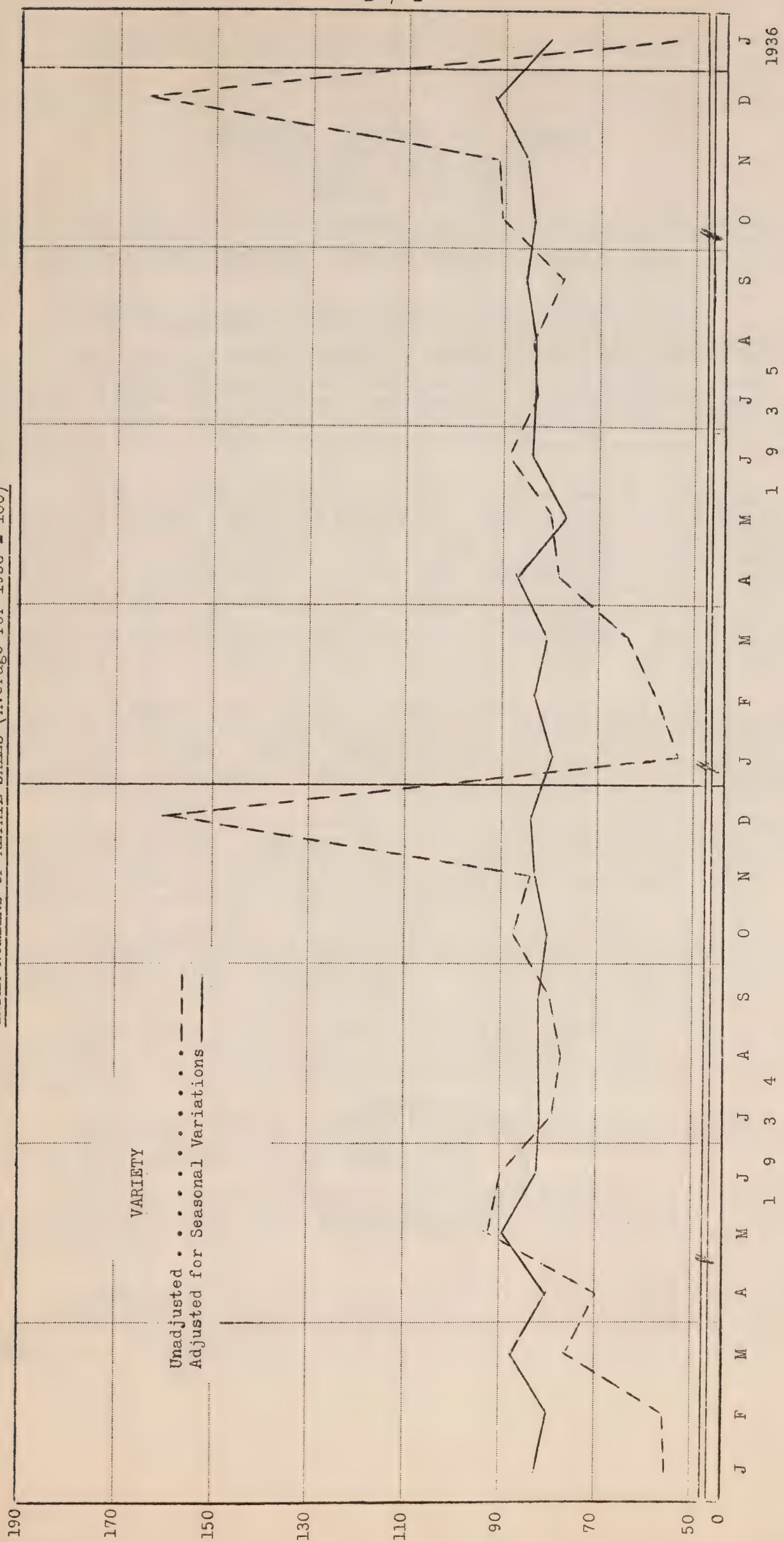
Unadjusted
Adjusted for Seasonal Variations —

J F M A M J J A S O N D J
1935 1936

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)





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CHANGES IN THE VALUE OF RETAIL SALES, FEBRUARY, 1936

The value of retail sales in Canada in February, 1936, as measured by the index numbers of the Dominion Bureau of Statistics (base average for 1930 = 100), remained unchanged as compared with February, 1935, and declined slightly as compared with January of this year. The index numbers were 69.1 for February, 69.9 for January and 69.1 for February, 1935.

These figures are based on returns furnished by 37 departmental firms and 169 chains comprising more than 3,300 stores. Three series of index numbers for each kind of business are shown in the tables following. The first series is unadjusted. The second is computed on an average daily basis and makes allowance not only for the varying number of business days from month to month but also for the varying sales importance of the different days of the week. The third series is corrected for number of business days and also for seasonal variations. The figures quoted in this summary are those adjusted for both number of business days and seasonal variations.

As compared with January, there were gains in six out of the thirteen groups for which figures are shown. Advances were recorded for Boots and Shoes, Candy, Women's Clothing, Department Stores, Furniture, and Variety Stores. Declines were shown for Men's Clothing, Drugs, Dyers and Cleaners, Groceries and Meats, Hardware, Music and Radio, and Restaurants.

As compared with February, 1935, gains were reported in seven out of thirteen groups. Improvement was shown for Boots and Shoes, Candy, Dyers and Cleaners, Furniture, Hardware, Music and Radio, and Restaurants. Recessions occurred in Men's and Women's Clothing, Department Stores, Drugs, Groceries and Meats, and Variety Stores.

Boots and Shoes.--Retail sales of boots and shoes were 3.2 per cent above January, 1936, and showed an increase of 5.6 per cent in dollar value as compared with February, 1935. Index numbers were 63.8, 61.8 and 60.4 for February, 1936, January, 1936, and February, 1935, respectively.

Candy.--The index of candy sales for February was 66.5 as compared with 65.5 in February, 1935, 60.9 in February, 1934, and 60.6 in February, 1933. There was a gain of 13.5 per cent over sales in January of this year.

Furniture.--The gain in the index of furniture sales over the same month last year was 2.5 per cent, while the improvement shown over January of this year was 2.8 per cent.

Variety.--While a slight increase over January is evident in sales of variety stores, there was a recession as compared with February of last year. The index for February, 1936, was 79.7 and that for February, 1935, 83.1.

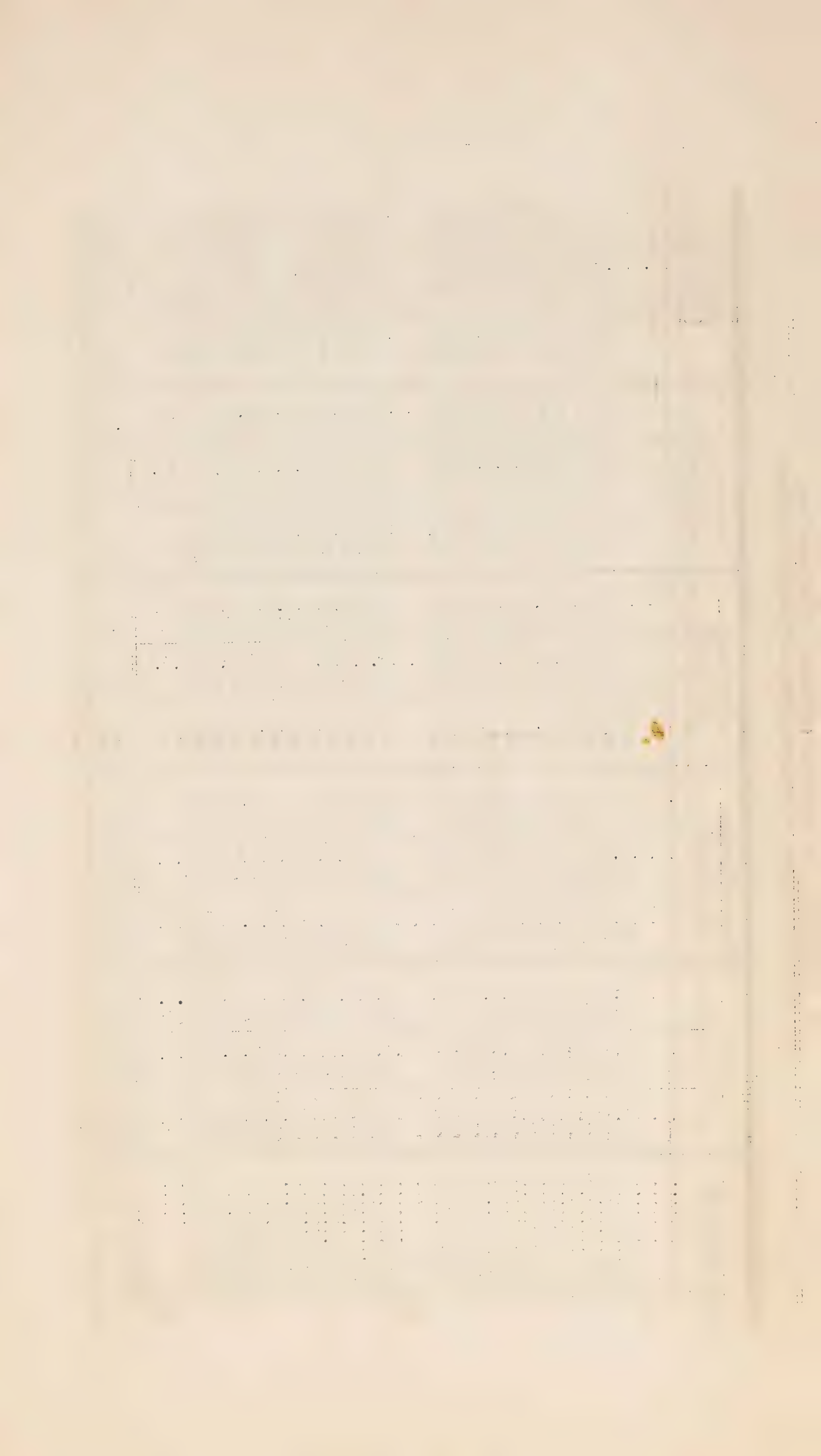
Restaurants.--For the sixth successive month, restaurant sales have increased over the corresponding month in the previous year. The index number for February was 52.7, an increase of 3.7 per cent over the February, 1935, figure, 50.8.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Boots and Shoes (16 Chains)			Candy (6 Chains)			Men's Clothing (15 Chains)			Women's Clothing (12 Chains)			Departmental (37 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
February	37.5	39.9	62.3	51.7	56.0	60.9	37.9	40.3	65.0	38.2	40.5	59.6	54.9	58.5	69.7
March	73.8	69.4	78.9	84.2	78.8	60.6	63.1	59.8	59.8	59.0	55.9	60.8	67.1	65.3	68.0
April	71.0	73.0	70.2	55.2	58.2	68.4	66.0	68.5	59.6	62.3	64.5	59.7	66.3	68.1	70.9
May	92.1	92.8	79.3	60.0	59.3	60.5	76.1	76.1	65.0	68.7	68.6	62.4	73.6	72.9	71.5
June	109.3	102.8	77.3	48.4	46.7	60.6	73.9	69.6	60.0	74.7	70.2	58.5	69.9	68.0	70.1
July	68.6	71.1	69.7	46.8	47.9	56.4	52.1	53.8	63.3	55.5	57.2	61.5	54.2	55.6	69.5
August	58.2	56.4	68.0	58.6	57.6	58.7	45.5	43.6	62.3	52.3	50.1	65.9	59.0	56.1	70.1
September	71.5	71.5	73.7	54.2	54.0	58.0	56.1	56.1	61.0	57.7	57.6	64.0	72.2	75.7	72.8
October	68.1	66.6	68.6	56.4	56.0	58.9	85.2	83.2	67.1	60.5	59.1	61.5	83.9	80.4	69.9
November	70.5	70.2	65.0	49.2	49.8	57.9	86.0	85.0	68.0	60.6	59.8	64.3	83.1	81.7	71.7
December	121.5	117.0	82.9	115.4	112.0	60.2	94.7	92.9	72.6	122.2	119.8	64.7	112.0	113.2	74.5
1935															
January	43.9	43.9	66.5	39.8	39.4	52.5	44.8	44.6	67.6	38.3	38.1	55.3	56.3	55.6	69.3
February	36.4	38.7	60.4	55.6	60.3	65.5	39.6	42.1	67.8	39.4	41.8	61.5	54.3	57.9	68.9
March	61.2	57.6	77.9	52.2	50.3	59.2	53.2	50.1	64.2	51.6	48.5	63.9	61.1	59.4	66.7
April	83.1	86.1	73.0	78.9	80.8	62.2	84.9	89.1	65.0	70.6	74.0	59.7	72.3	74.5	72.4
May	80.9	80.9	69.2	60.8	59.7	61.0	71.4	71.1	60.8	61.0	60.7	55.2	70.8	69.9	68.5
June	109.8	106.5	80.1	47.1	46.9	61.0	75.3	73.6	63.5	69.5	67.8	56.5	70.8	71.5	73.7
July	70.0	70.6	69.2	44.0	43.8	51.5	57.7	57.7	67.9	56.3	56.3	60.5	56.9	56.4	70.5
August	62.6	57.2	68.9	59.2	55.4	56.6	50.3	46.0	65.6	50.5	46.1	60.6	59.5	55.7	69.7
September	68.7	73.0	75.3	52.6	55.4	59.6	59.5	63.3	68.8	52.1	55.3	61.5	71.8	76.4	73.5
October	70.7	69.1	71.2	57.4	56.8	59.8	88.0	85.4	68.9	62.1	60.1	62.6	88.4	84.3	73.3
November	79.6	74.9	69.4	52.3	50.4	58.6	94.1	88.6	70.9	62.9	59.1	63.5	82.1	85.6	75.0
December	117.2	121.0	85.8	116.8	119.7	64.3	100.4	104.5	81.6	121.7	126.6	68.4	116.3	119.4	78.5
1936															
January	41.0	40.8	61.8	44.7	43.9	58.6	47.7	47.1	71.4	40.2	39.7	57.5	54.4	53.5	66.8
February	42.1	40.9	63.8	61.4	61.2	66.5	42.6	41.6	67.1	41.7	40.7	59.8	57.0	57.5	68.5

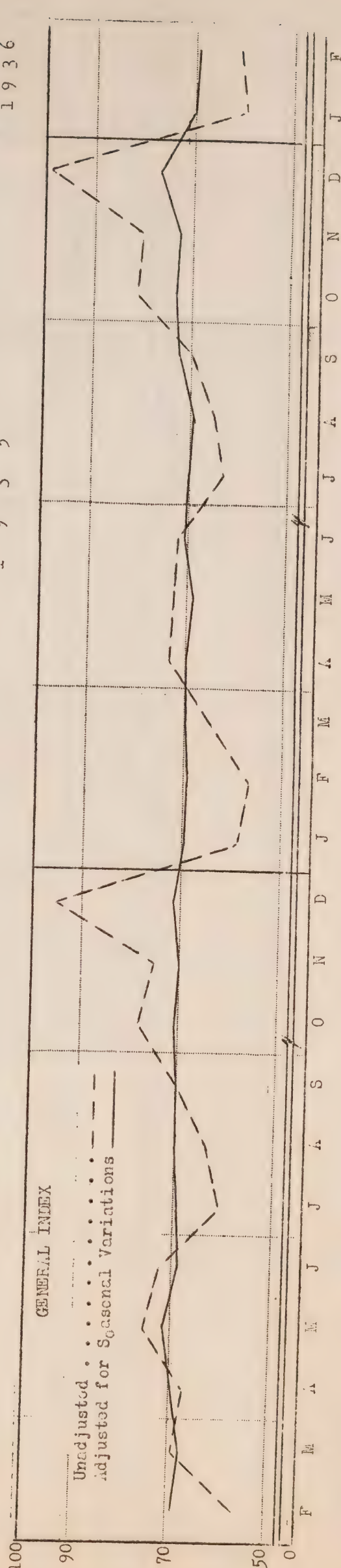
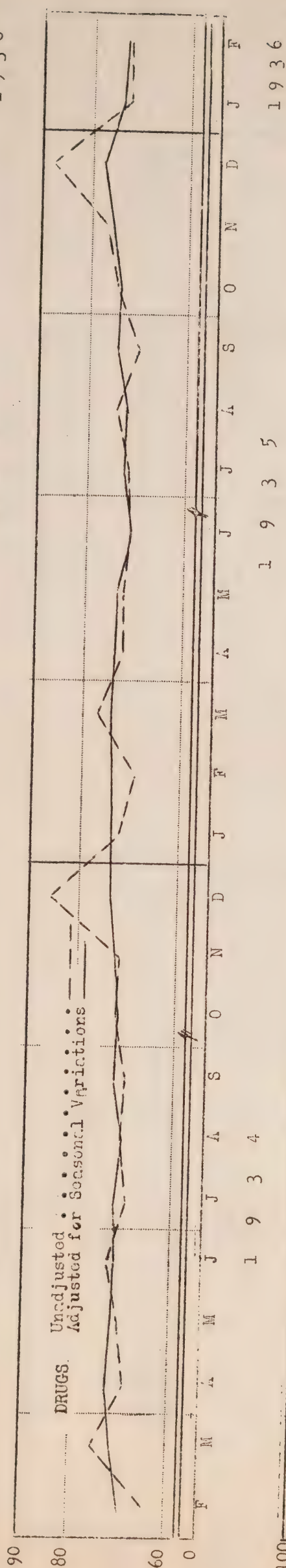
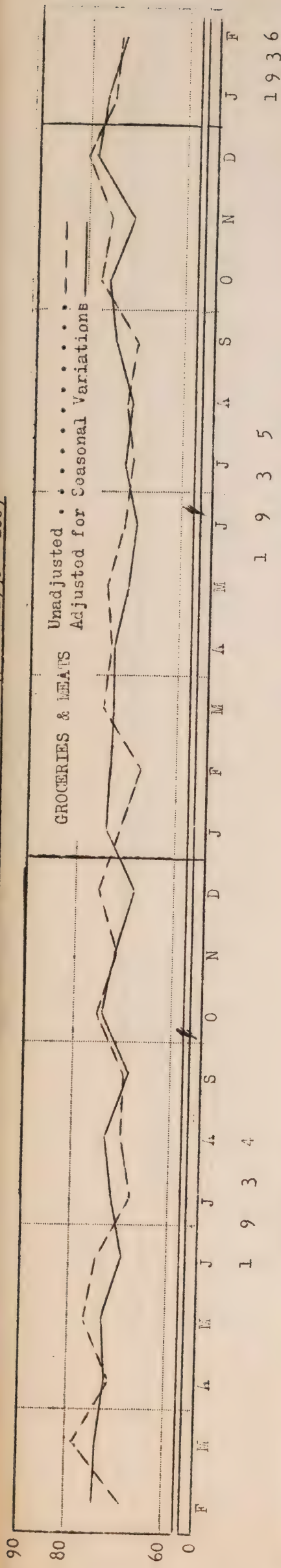
A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Drugs (23 Chains)			Dyers & Cleaners (8 Chains)			Furniture (7 Chains)			Groceries & Meats (34 Chains)			Hardware (16 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
February	64.8	70.3	69.6	49.1	52.3	74.7	48.6	51.8	62.4	68.6	72.9	74.4	43.2	46.0	67.7
March	75.4	72.1	71.4	72.5	71.3	71.3	56.9	55.1	61.3	78.7	73.8	73.8	55.1	54.2	70.4
April	69.2	72.0	72.7	87.9	89.9	69.1	65.5	67.3	62.9	71.6	74.5	72.4	74.2	75.9	72.3
May	70.3	68.9	71.7	94.0	92.4	73.9	74.9	74.2	64.0	76.8	77.4	73.0	103.7	102.0	75.0
June	72.7	71.7	71.0	83.4	82.0	73.9	67.7	65.6	65.6	74.7	69.5	69.5	85.4	84.0	73.1
July	68.9	69.3	71.5	72.4	74.1	75.6	51.2	52.6	65.7	67.9	70.4	71.8	77.1	78.9	76.6
August	70.4	68.7	70.1	78.1	74.0	77.1	72.5	69.4	68.1	69.9	67.2	73.1	77.9	73.8	72.4
September ...	69.8	70.4	71.9	79.6	84.8	70.1	78.0	81.1	66.5	69.7	68.6	68.6	87.5	93.2	76.5
October	71.8	70.8	71.5	85.0	80.4	72.5	79.8	76.4	64.7	75.3	74.4	74.4	92.6	87.7	78.3
November	71.5	72.2	72.2	69.7	68.5	76.1	72.3	71.7	69.6	71.7	70.8	71.6	69.4	68.2	72.6
December	85.4	84.0	73.6	59.1	60.4	78.5	79.4	79.6	71.0	75.3	73.0	68.2	79.9	81.7	80.1
1935															
January	72.1	70.6	73.6	51.7	50.8	71.6	44.8	44.4	66.3	71.7	71.7	73.9	52.4	51.5	80.5
February	68.9	74.7	73.9	44.7	47.6	68.1	55.6	59.2	71.3	67.6	71.8	73.2	49.8	53.0	78.0
March	76.8	74.8	74.1	64.1	63.0	70.0	63.7	61.7	68.6	75.2	70.0	72.9	62.3	61.2	79.5
April	71.7	73.0	73.6	96.3	98.4	70.3	74.8	76.8	71.8	73.9	78.1	73.0	80.6	82.4	78.5
May	72.0	70.4	73.3	93.7	92.1	73.7	77.4	76.7	66.1	74.8	74.7	70.5	102.4	100.8	74.1
June	70.7	71.3	70.6	90.0	92.0	82.9	70.8	71.0	71.0	71.4	68.9	68.9	87.2	89.2	77.6
July	71.4	70.4	72.5	77.6	76.3	77.9	59.2	58.6	73.3	69.9	70.4	71.8	82.9	83.5	81.1
August	74.1	70.8	72.2	76.5	72.4	75.4	78.6	73.7	72.2	71.5	64.6	70.2	84.1	81.6	80.0
September ...	69.8	72.6	74.1	83.2	86.6	73.2	85.0	90.5	74.2	69.6	73.9	73.9	90.7	99.1	81.2
October	74.4	72.9	73.6	88.1	83.4	75.1	93.6	89.7	76.0	77.3	75.4	75.4	95.5	92.6	82.7
November	76.8	75.7	75.7	71.1	69.9	77.6	84.7	81.7	79.4	75.4	70.1	70.8	81.4	82.1	37.3
December	87.9	86.4	77.5	56.6	57.8	75.1	85.8	88.5	79.0	80.3	83.9	78.4	77.9	81.7	80.1
1936															
January	72.6	70.9	73.8	51.9	51.0	71.8	48.1	47.7	71.1	75.3	74.4	76.7	54.5	54.9	85.8
February	72.6	74.2	73.5	48.8	49.9	71.3	60.5	60.7	73.1	74.2	71.6	73.1	51.9	54.4	80.0

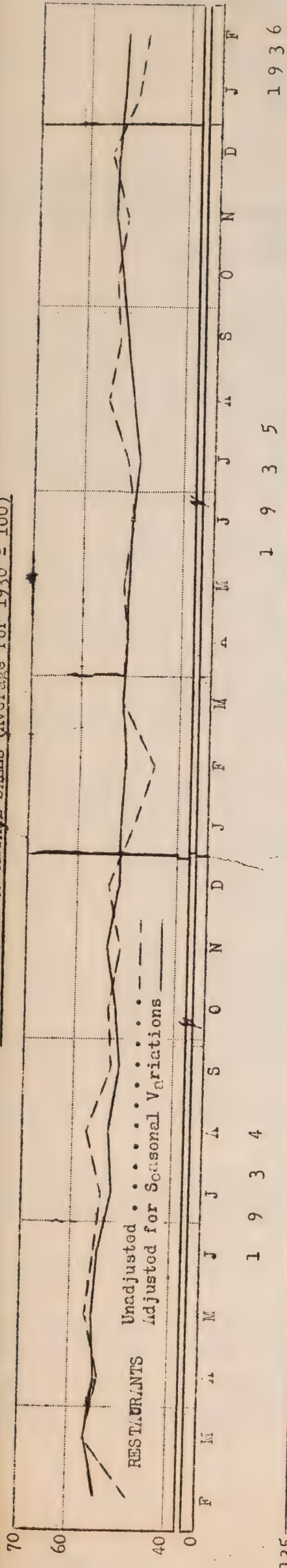


A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (9 Chains)			General Index (206 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C
1934												
February	31.4	33.6	38.6	47.7	51.9	54.0	55.5	59.1	79.9	56.2	59.9	66.9
March	32.9	32.5	39.6	56.7	55.0	56.7	76.1	71.7	87.4	69.3	66.3	67.6
April	29.9	30.7	37.9	53.9	55.3	54.8	69.8	72.2	80.2	67.4	69.6	69.6
May	37.1	36.6	42.0	56.8	55.7	55.7	92.4	92.9	89.4	75.3	75.0	71.4
June	28.9	28.5	40.2	55.3	55.3	54.8	90.0	84.9	82.4	72.6	69.4	68.7
July	24.7	25.3	38.9	54.1	53.8	52.2	79.2	81.9	81.9	60.3	62.2	69.1
August	33.8	32.1	42.2	57.3	56.0	52.9	77.7	75.5	82.1	63.4	60.8	69.9
September	52.8	56.5	41.2	52.6	53.5	50.9	79.9	79.7	82.2	69.7	71.2	69.8
October	57.5	54.6	41.4	53.2	52.2	52.2	86.3	84.4	80.4	77.7	75.5	70.5
November	59.6	53.8	41.7	51.2	51.8	53.9	83.9	83.7	82.9	74.9	74.1	69.9
December	67.4	69.2	43.8	53.7	52.9	51.8	159.6	155.1	83.8	95.2	94.5	71.1
1935												
January	37.2	36.7	44.2	49.0	48.1	51.7	53.2	53.3	79.5	58.6	58.2	69.2
February	36.1	38.6	44.4	44.9	48.7	50.8	57.7	61.5	83.1	56.4	60.1	69.1
March	39.7	39.2	47.8	51.4	50.5	52.0	67.5	63.7	80.6	64.8	61.8	69.5
April	35.5	36.4	45.0	50.7	51.4	50.9	77.9	80.9	87.0	72.9	75.7	69.5
May	43.0	42.4	48.8	51.9	50.8	50.8	79.5	79.7	76.6	72.4	71.8	68.4
June	30.1	30.9	43.5	49.8	50.7	50.2	88.6	86.1	83.6	71.6	71.0	70.3
July	26.6	26.2	40.4	51.2	50.2	48.8	82.8	83.3	83.3	63.0	62.9	69.9
August	35.2	33.4	44.0	55.4	53.6	50.6	83.7	76.6	83.3	64.9	60.2	69.2
September	52.3	55.9	40.8	53.0	54.5	51.9	77.9	83.0	85.5	69.7	74.0	72.6
October	66.6	63.3	48.0	54.3	53.3	53.3	90.4	88.1	83.9	81.2	78.4	73.2
November	66.0	65.1	46.2	52.5	52.6	54.7	91.3	86.1	85.2	80.0	76.7	72.4
December	67.7	69.5	44.0	55.7	55.4	54.3	164.0	169.7	91.7	98.9	102.0	76.7
1936												
January	43.3	42.7	51.5	50.4	49.3	53.0	53.4	53.3	79.6	59.5	58.7	69.3
February	40.2	41.3	47.4	48.7	50.6	52.7	60.7	59.0	79.7	60.5	60.1	69.1



INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)





DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA.

Dominion Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
 Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.

CHANGES IN THE VALUE OF RETAIL SALES, MARCH, 1936.

Retail sales as reported to the Dominion Bureau of Statistics for March, 1936, were 7.1 per cent higher in value than those reported for February and were about on a par with the amount recorded in March of last year. Changes in the amount of retail trade from month to month reflect differences in number of business days and normal seasonal variations in addition to the more significant underlying business cycles. Comparisons for both March and April are further complicated by the shifting date of Easter with consequent varying proportions of the Easter trade occurring in these two months. Last year Easter Sunday fell on April 21, in which case the entire Easter trade would be concentrated in that month. Easter Sunday occurred on April 12 this year so that, for some lines of business at least, the Easter trade is divided between March and April, the greater portion probably taking place in the latter month.

When allowances are made for differences in number of business days in the different months and for normal seasonal variations and after a somewhat empirical adjustment is made for the shifting date of Easter, retail trade in March shows a gain of 3.2 per cent over that in February as compared with the gain of 7.1 per cent derived from a comparison of the original calendar month figures. The adjusted figure for March is also 3.2 per cent higher than that for the corresponding month in 1935.

The general index of retail sales for March (corrected for number of business days and for seasonal variations) was 71.7 as compared with 69.5 for both February of this year and also March of 1935 (base, average for 1930=100).

These figures are based on returns furnished by 37 departmental firms and 169 chains comprising more than 3,300 stores. Three series of index numbers for each kind of business are shown in the tables following. The first series is unadjusted. The second is computed on an average daily basis and makes allowance not only for the varying number of business days from month to month but also for the varying sales importance of the different days of the week. The third series is corrected for number of business days and also for seasonal variations. The figures quoted in summary below are those adjusted for both number of business days and seasonal variations.

Increases over February occurred in seven out of thirteen groups, the gains ranging from 0.5 per cent for Men's Clothing to 26.7 per cent for Boots and Shoes. Other groups which showed gains were: Departmental Stores, 3.5 per cent; Groceries and Meats, 7.3 per cent; Hardware, 15.0 per cent; Restaurants, 1.5 per cent; and Variety, 1.9 per cent. Decreases in sales occurred in the following kinds of business: Candy, Women's Clothing, Drugs, Dyers and Cleaners, Furniture and Music and Radio.

Men's Clothing--The index of Men's Clothing sales, after experiencing a decline in February, rose to 66.2 for March, as against 64.2 and 59.8 for March, 1935 and March, 1934 respectively.

Departmental Stores--Sales in March were 7.8 per cent higher than in the same month in 1935, and 5.7 per cent greater than in March, 1934. The value of Departmental Store sales in March amounted to 71.9 per cent of the 1930 average.

Groceries and Meats--The index advanced sharply to 78.4 for March. It now stands at the highest point attained since March, 1932.

Boots and Shoes--A further gain was shown in sales of Boots and Shoes. The index for March was 80.1, as compared with 63.2 for February and 61.7 for January.

Hardware--Hardware sales were greater than during any month since March, 1931. The index numbers for March, by years follow: 1936, 92.0; 1935, 79.5; 1934, 70.4; 1933, 61.6; 1932, 76.3; and 1931, 93.1.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

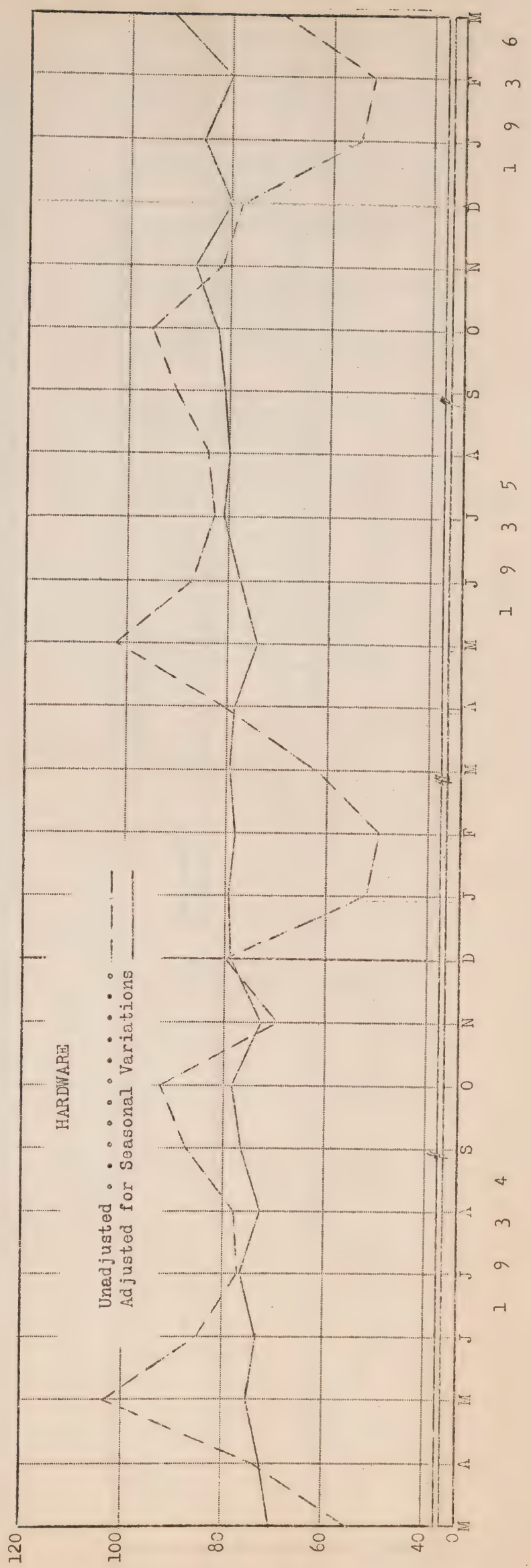
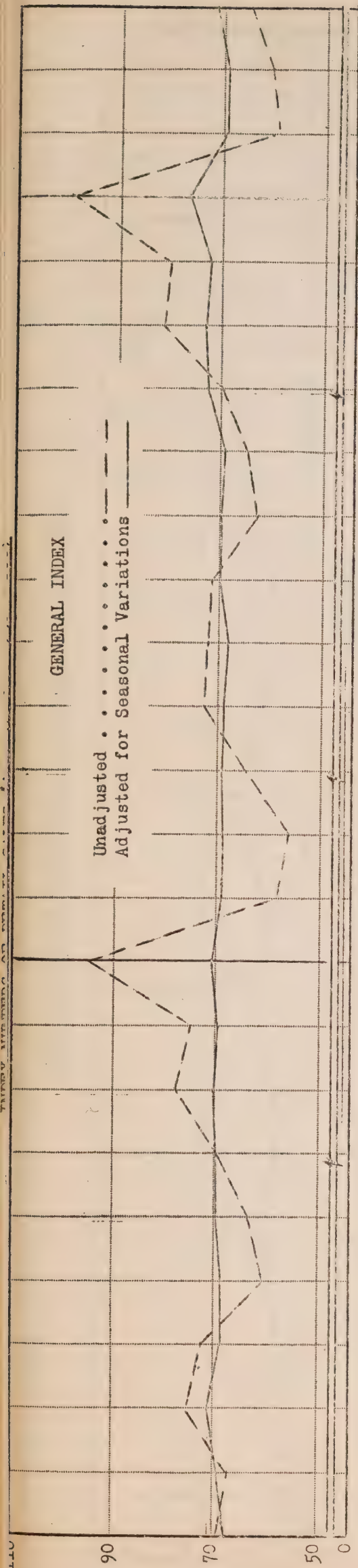
Year and Month	Boots and Shoes (16 Chains)			Candy (6 Chains)			Men's Clothing (15 Chains)			Women's Clothing (12 Chains)			Departmental (37 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
February	37.5	39.9	62.3	51.7	56.0	60.9	37.9	40.3	65.0	38.2	40.5	59.6	54.9	58.5	69.7
March	73.8	69.4	78.9	84.2	78.8	60.6	63.1	59.8	59.8	59.0	55.9	60.8	67.1	65.3	68.0
April	71.0	73.0	70.2	55.2	58.2	68.4	66.0	68.5	59.6	62.3	64.5	59.7	66.3	68.1	70.9
May	92.1	92.8	79.3	60.0	59.3	60.5	76.1	76.1	65.0	68.7	68.6	62.4	73.6	72.9	71.5
June	109.3	102.8	77.3	48.4	46.7	60.6	73.9	69.6	60.0	74.7	70.2	58.5	69.9	68.0	70.1
July	68.6	71.1	69.7	46.8	47.9	56.4	52.1	53.8	63.3	55.5	57.2	61.5	54.2	55.6	69.5
August	58.2	56.4	68.0	58.6	57.6	58.7	45.5	43.6	62.3	52.3	50.1	65.9	59.0	56.1	70.1
September	71.5	71.5	73.7	54.2	54.0	58.0	56.1	56.1	61.0	57.7	57.6	64.0	72.2	75.7	72.8
October	68.1	66.6	68.6	56.4	56.0	58.9	85.2	83.2	67.1	60.5	59.1	61.5	83.9	80.4	69.9
November	70.5	70.2	65.0	49.2	49.8	57.9	86.0	85.0	68.0	60.6	59.8	64.3	83.1	81.7	71.7
December	121.5	117.0	82.9	115.4	112.0	60.2	94.7	92.9	72.6	122.2	119.8	64.7	112.0	113.2	74.5
1935															
January	43.9	43.9	66.5	39.8	39.4	52.5	44.8	44.6	67.6	38.3	38.1	55.3	56.3	55.6	69.5
February	36.4	38.7	60.4	55.6	60.3	65.5	39.6	42.1	67.8	39.4	41.8	61.5	54.3	57.9	68.9
March	61.2	57.6	77.9	52.2	50.3	59.2	53.2	50.1	64.2	51.6	48.5	63.9	61.1	59.4	66.7
April	83.1	86.1	73.0	78.9	80.8	62.2	84.9	89.1	65.0	70.6	74.0	59.7	72.3	74.5	72.4
May	80.9	80.9	69.2	60.8	59.7	61.0	71.4	71.1	60.8	61.0	60.7	55.2	70.8	69.9	68.5
June	109.8	106.5	80.1	47.1	46.9	61.0	75.3	73.6	63.5	69.5	67.8	56.5	70.8	71.5	73.7
July	70.0	70.6	69.2	44.0	43.8	51.5	57.7	57.7	67.9	56.3	56.3	60.5	56.9	56.4	70.5
August	62.6	57.2	68.9	59.2	55.4	56.6	50.3	46.0	65.6	50.5	46.1	60.6	59.5	55.7	69.7
September	68.7	73.0	75.3	52.6	55.4	59.6	59.5	63.3	68.8	52.1	55.3	61.5	71.8	76.4	73.5
October	70.7	69.1	71.2	57.4	56.8	59.8	88.0	85.4	68.9	62.1	60.1	62.6	88.4	84.3	73.3
November	79.6	74.9	69.4	52.3	50.4	58.6	94.1	88.6	70.9	62.9	59.1	63.5	88.1	85.6	75.0
December	117.2	121.0	85.8	116.8	119.7	64.3	100.4	104.5	81.6	121.7	126.6	68.4	116.3	119.4	78.5
1936															
January	40.8	40.7	61.7	44.7	43.9	58.6	47.1	46.6	70.6	40.2	39.7	57.5	54.4	53.5	66.8
February	41.7	40.4	63.2	61.6	61.5	66.8	43.8	40.9	65.9	41.3	40.3	59.3	57.8	58.4	69.5
March	62.2	62.4	80.1	46.8	48.0	56.5	55.1	55.6	66.2	46.7	47.0	58.7	62.5	61.9	71.9

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

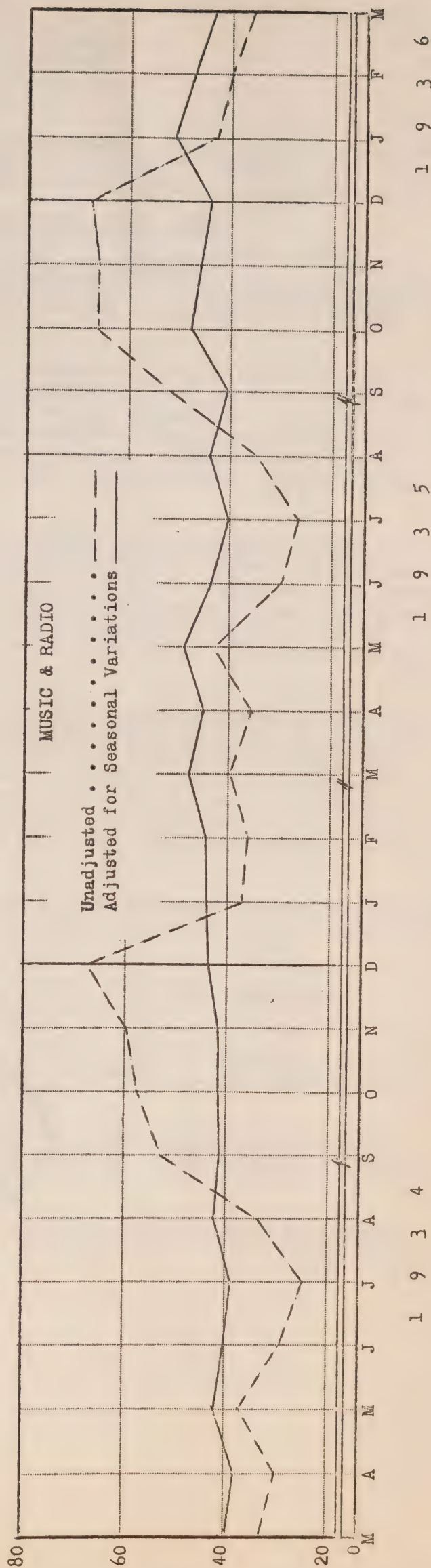
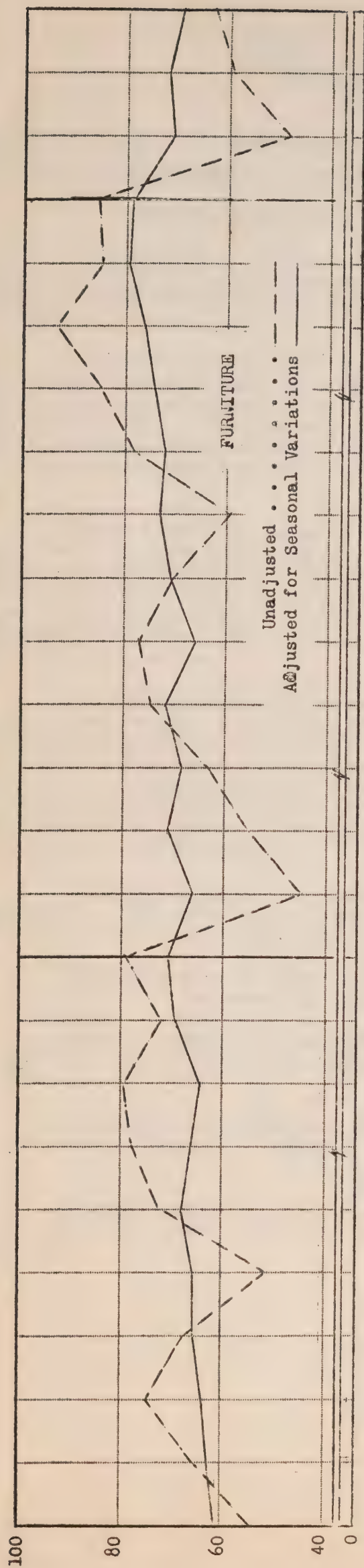
Year and Month	Drugs (23 Chains)			Dyers & Cleaners (8 Chains)			Furniture (7 Chains)			Groceries & Meats (34 Chains)			Hardware (16 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
March	75.4	72.1	71.4	72.5	71.3	71.3	56.9	55.1	61.3	78.7	73.8	73.8	55.1	54.2	70.4
April	69.2	72.0	72.7	87.9	89.9	69.1	65.5	67.3	62.9	71.6	74.5	72.4	74.2	75.9	72.3
May	70.3	68.9	71.7	94.0	92.4	73.9	74.9	74.2	64.0	76.8	77.4	73.0	103.7	102.0	75.0
June	72.7	71.7	71.0	83.4	82.0	73.9	67.7	65.6	65.6	74.7	69.5	69.5	85.4	84.0	73.1
July	68.9	69.3	71.5	72.4	74.1	75.6	51.2	52.6	65.7	67.9	70.4	71.8	77.1	78.9	76.6
August	70.4	68.7	70.1	78.1	74.0	77.1	72.5	69.4	68.1	69.9	67.2	73.1	77.9	73.8	72.4
September	69.8	70.4	71.9	79.6	84.8	70.1	78.0	81.1	66.5	69.7	68.6	68.6	87.5	93.2	76.5
October	71.8	70.8	71.5	85.0	80.4	72.5	79.8	76.4	64.7	75.3	74.4	74.4	92.6	87.7	78.3
November	71.5	72.2	72.2	69.7	68.5	76.1	72.3	71.7	69.6	71.7	70.8	71.6	69.4	68.2	72.6
December	85.4	84.0	73.6	59.1	60.4	78.5	79.4	79.6	71.0	75.3	73.0	68.2	79.9	81.7	80.1
1935															
January	72.1	70.6	73.6	51.7	50.8	71.6	44.8	44.4	66.3	71.7	71.7	73.9	52.4	51.5	80.5
February	68.9	74.7	73.9	44.7	47.6	68.1	55.6	59.2	71.3	67.6	71.8	73.2	49.8	53.0	78.0
March	76.8	74.8	74.1	64.1	63.0	70.0	63.7	61.7	68.6	75.2	70.0	72.9	62.3	61.2	79.5
April	71.7	73.0	73.8	96.3	98.4	70.3	74.8	76.8	71.8	73.9	78.1	73.0	80.6	82.4	78.5
May	72.0	70.4	73.3	93.7	92.1	73.7	77.4	76.7	66.1	74.8	74.7	70.5	102.4	100.8	74.1
June	70.7	71.3	70.6	90.0	92.0	82.9	70.8	71.0	71.0	71.4	68.9	68.9	87.2	89.2	77.6
July	71.4	70.4	72.5	77.6	76.3	77.9	59.2	58.6	73.3	69.9	70.4	71.8	82.9	83.5	81.1
August	74.1	70.8	72.2	76.5	72.4	75.4	78.6	73.7	72.2	71.5	64.6	70.2	84.1	81.6	80.0
September	69.8	72.6	74.1	83.2	88.6	73.2	85.0	90.5	74.2	69.6	73.9	73.9	90.7	99.1	81.2
October	74.4	72.9	73.6	88.1	83.4	75.1	93.6	89.7	76.0	77.3	75.4	75.4	95.5	92.6	82.7
November	76.8	75.7	75.7	71.1	69.9	77.6	84.7	81.7	79.4	75.4	70.1	70.8	81.4	82.1	87.3
December	87.9	88.4	77.5	56.6	57.8	75.1	85.8	88.5	79.0	80.3	83.9	78.4	77.9	81.7	80.1
1936															
January	72.6	70.9	73.8	51.9	51.0	71.8	48.1	47.7	71.1	75.2	74.2	76.5	54.5	54.9	85.8
February	73.7	75.4	74.6	48.8	49.9	71.3	59.6	59.8	72.0	74.3	71.7	73.1	51.9	54.4	80.0
March	72.9	73.3	74.0	67.0	65.9	69.3	63.0	62.4	69.3	74.9	76.0	78.4	70.3	70.8	92.0

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (9 Chains)			General Index (206 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C
1934												
March	32.9	32.5	39.6	56.7	55.0	56.7	76.1	71.7	87.4	69.3	66.3	67.6
April	29.9	30.7	37.9	53.9	55.3	54.8	69.8	72.2	80.2	67.4	69.6	69.6
May	37.1	36.6	42.0	56.8	55.7	55.7	92.4	92.9	89.4	75.3	75.0	71.4
June	28.9	28.5	40.2	55.3	55.3	54.8	90.0	84.9	82.4	72.6	69.4	68.7
July	24.7	25.3	38.9	54.1	53.8	52.2	79.2	81.9	81.9	60.5	62.2	69.1
August	33.8	32.1	42.2	57.3	56.0	52.9	77.7	75.5	82.1	63.4	60.8	69.9
September	52.8	56.5	41.2	52.6	53.5	50.9	79.9	79.7	82.2	69.7	71.2	69.8
October	57.5	54.6	41.4	53.2	52.2	52.2	86.3	84.4	80.4	77.7	75.5	70.5
November	59.6	58.8	41.7	51.2	51.8	53.9	83.9	83.7	82.9	74.9	74.1	69.9
December	67.4	69.2	43.8	53.7	52.9	51.8	159.6	155.1	83.8	95.2	94.5	71.1
1935												
January	37.2	36.7	44.2	49.0	48.1	51.7	53.2	53.3	79.5	58.6	58.2	69.2
February	36.1	38.6	44.4	44.9	48.7	50.8	57.7	61.5	83.1	56.4	60.1	69.1
March	39.7	39.2	47.8	51.4	50.5	52.0	67.5	63.7	80.6	64.8	61.8	69.5
April	35.5	36.4	45.0	50.7	51.4	50.9	77.9	80.9	87.0	72.9	75.7	69.5
May	43.0	42.4	48.8	51.9	50.8	50.8	79.5	79.7	76.6	72.4	71.8	68.4
June	30.1	30.9	43.5	49.8	50.7	50.2	88.6	86.1	83.6	71.6	71.0	70.3
July	26.6	26.2	40.4	51.2	50.2	48.8	82.8	83.3	83.3	63.0	62.9	69.9
August	35.2	33.4	44.0	55.4	53.6	50.6	83.7	76.6	83.3	64.9	60.2	69.2
September	52.3	55.9	40.8	53.0	54.5	51.9	77.9	83.0	85.5	69.7	74.0	72.6
October	66.6	63.3	48.0	54.3	53.3	53.3	90.4	88.1	83.9	81.2	78.4	73.2
November	66.0	65.1	46.2	52.5	52.6	54.7	91.3	86.1	85.2	80.0	76.7	72.4
December	67.7	69.5	44.0	55.7	55.4	54.3	164.0	169.7	91.7	98.9	102.0	76.7
1936												
January	43.3	42.7	51.5	50.4	49.3	53.0	53.4	53.3	79.6	59.4	58.6	69.8
February	40.3	41.4	47.5	49.0	50.8	53.0	60.9	59.1	79.9	60.8	60.4	69.5
March	35.8	35.4	43.2	52.5	52.2	53.8	64.7	65.1	81.4	65.1	65.2	71.7



INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)





DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA.

Dominion Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.

CHANGES IN THE VALUE OF RETAIL SALES, APRIL, 1936.

Retail sales in Canada for April, 1936, were up 0.5 per cent, as compared with April, 1935, and 12.6 per cent as compared with March, 1936. The unadjusted general index number was 73.3 for April, 65.1 for March and 72.9 for April, 1935 (base, average for 1930=100).

The gain over the March trade as shown above is due entirely to normal seasonal variations in business. When adjustment is made for change in number of working days and for seasonal variations, there is a slight decrease in April of 1.4 per cent, as compared with March. Comparison with April, 1935, however, shows a gain in April this year of 1.7 per cent. Index numbers for the first four months of 1936 show improvement over the corresponding period of last year, which, while not spectacular, is nevertheless steady.

These figures are based on returns furnished by 37 departmental firms and 69 chains comprising more than 3,300 stores. Three series of index numbers for each kind of business are shown in the tables following. The first series is unadjusted. The second is computed on an average daily basis and makes allowance not only for the varying number of business days from month to month, but also for the varying sales importance of the different days of the week. The third series is corrected for number of business days and also for seasonal variations.

When adjustments were made to allow for differences in number of business days and for normal seasonal variations, gains over March occurred in eight out of thirteen groups, the increases ranging from 0.3 per cent for Men's Clothing to 15.2 per cent for Candy. The other groups which showed increases were: Dyers and Cleaners, 13.2 per cent; Variety, 10.5 per cent; Music and Radio, 6.9 per cent; Furniture, 6.8 per cent; Drugs, 3.8 per cent; and Women's Clothing, 3.2 per cent. Declines as compared with March were noticed for the following kinds of business: Boots and Shoes, Department Stores, Groceries and Meats, Hardware, and Restaurants.

Dyers and Cleaners--The best improvement in business was shown in the Dyeing and Cleaning group. The index number, 79.6, was 9.3 points higher than the 70.3 recorded for March, 1936, and also for April, 1935.

Candy--The rise in Candy sales is noteworthy. The index number was 65.9 for April as against 57.2 for March and 62.2 for April, 1935.

Drugs--The value of Drug Store sales in April, with the exception only of December, 1935, was higher than at any time during the past two years. The index number stood at 76.3.

Furniture--The upward trend of Furniture sales in Canada is evident again in April, the index number, 74.0, comparing with 71.8 for April, 1935, and 69.5 for April, 1934.

Variety--A rise of 3.9 per cent over April last year was shown in Variety Store sales. The index number, 90.4, also indicates an increase over sales in March, 1936, of 10.5 per cent.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Boots and Shoes (16 Chains)			Candy (6 Chains)			Men's Clothing (15 Chains)			Women's Clothing (12 Chains)			Departmental (37 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
<u>1934</u>															
April	71.0	73.0	70.2	55.2	58.2	68.4	66.0	68.5	59.6	62.3	64.5	59.7	66.3	68.1	70.9
May	92.1	92.8	79.3	60.0	59.3	60.5	76.1	76.1	65.0	68.7	68.6	62.4	73.6	72.9	71.5
June	109.3	102.8	77.3	48.4	46.7	60.6	73.9	69.6	60.0	74.7	70.2	58.5	69.9	68.0	70.1
July	68.6	71.1	69.7	46.8	47.9	56.4	52.1	53.8	63.3	55.5	57.2	61.5	54.2	55.6	69.5
August	58.2	56.4	68.0	58.6	57.6	58.7	45.5	43.6	62.3	52.3	50.1	65.9	59.0	56.1	70.1
September ..	71.5	71.5	73.7	54.2	54.0	58.0	56.1	56.1	61.0	57.7	57.6	64.0	72.2	75.7	72.8
October	68.1	66.6	68.6	56.4	56.0	58.9	85.2	83.2	67.1	60.5	59.1	61.5	83.9	80.4	69.9
November ...	70.5	70.2	65.0	49.2	49.8	57.9	86.0	85.0	68.0	60.6	59.8	64.3	83.1	81.7	71.7
December ...	121.5	117.0	82.9	115.4	112.0	60.2	94.7	92.9	72.6	122.2	119.8	64.7	112.0	113.2	74.5
<u>1935</u>															
January	43.9	43.9	66.5	39.8	39.4	52.5	44.8	44.6	67.6	38.3	38.1	55.3	56.3	55.6	69.5
February ...	36.4	38.7	60.4	55.6	60.3	65.5	39.6	42.1	67.8	39.4	41.8	61.5	54.3	57.9	68.9
March	61.2	57.6	77.9	52.2	50.3	59.2	53.2	50.1	64.2	51.6	48.5	63.9	61.1	59.4	66.7
April	83.1	86.1	73.0	78.9	80.8	62.2	84.9	89.1	65.0	70.6	74.0	59.7	72.3	74.5	72.4
May	80.9	80.9	69.2	60.8	59.7	61.0	71.4	71.1	60.8	61.0	60.7	55.2	70.8	69.9	68.5
June	109.8	106.5	80.1	47.1	46.9	61.0	75.3	73.6	63.5	69.5	67.8	56.5	70.8	71.5	73.7
July	70.0	70.6	69.2	44.0	43.8	51.5	57.7	57.7	67.9	56.3	56.3	60.5	56.9	56.4	70.5
August	62.6	57.2	68.9	59.2	55.4	56.6	50.3	46.0	65.6	50.5	46.1	60.6	59.5	55.7	69.7
September ..	68.7	73.0	75.3	52.6	55.4	59.6	59.5	63.3	68.8	52.1	55.3	61.5	71.8	76.4	73.5
October	70.7	69.1	71.2	57.4	56.8	59.8	88.0	85.4	68.9	62.1	60.1	62.6	88.4	84.3	73.3
November ...	79.6	74.9	69.4	52.3	50.4	58.6	94.1	88.6	70.9	62.9	59.1	63.5	88.1	85.6	75.0
December ...	117.2	121.0	85.8	116.8	119.7	64.3	100.4	104.5	81.6	121.7	126.6	68.4	116.3	119.4	78.5
<u>1936</u>															
January	40.8	40.7	61.7	44.7	43.9	58.6	47.1	46.6	70.6	39.8	39.3	57.0	54.4	53.5	66.8
February ...	41.4	40.2	62.8	61.6	61.5	66.8	41.8	40.9	65.9	41.6	40.6	59.7	57.8	58.4	69.5
March	61.4	61.7	79.1	47.5	48.7	57.2	54.0	54.4	64.7	47.3	47.6	59.6	62.5	61.9	72.0
April	81.7	84.3	74.0	84.2	85.6	65.9	82.0	85.1	64.9	71.3	73.9	61.5	71.9	73.8	65.6

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

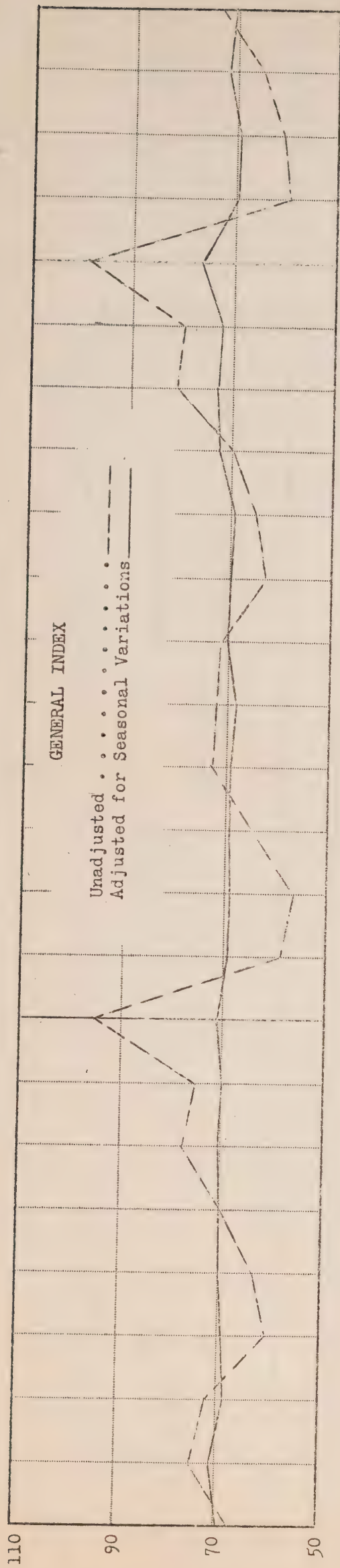
Year and Month	Drugs (23 Chains)			Dyers and Cleaners (8 Chains)			Furniture (7 Chains)			Groceries and Meats (34 Chains)			Hardware (16 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
April	69.2	72.0	72.7	87.9	89.9	69.1	65.5	67.3	62.9	71.6	74.5	72.4	74.2	75.9	72.3
May	70.3	68.9	71.7	94.0	92.4	73.9	74.9	74.2	64.0	76.8	77.4	73.0	103.7	102.0	75.0
June	72.7	71.7	71.0	83.4	82.0	73.9	67.7	65.6	65.6	74.7	69.5	69.5	85.4	84.0	73.1
July	68.9	69.3	71.5	72.4	74.1	75.6	51.2	52.6	65.7	67.9	70.4	71.8	77.1	78.9	76.6
August	70.4	68.7	70.1	78.1	74.0	77.1	72.5	59.4	68.1	69.9	67.2	73.1	77.9	73.8	72.4
September ..	69.8	70.4	71.9	79.6	84.8	70.1	78.0	81.1	66.5	69.7	68.6	68.6	87.5	93.2	76.5
October	71.8	70.8	71.5	85.0	80.4	72.5	79.9	76.4	64.7	75.3	74.4	74.4	92.6	87.7	78.3
November ..	71.5	72.2	72.2	69.7	68.5	76.1	72.3	71.7	69.6	71.7	70.8	71.6	69.4	68.2	72.6
December ..	85.4	84.0	73.6	59.1	60.4	78.5	79.4	79.6	71.0	75.3	73.0	68.2	79.9	81.7	80.1
1935															
January ...	72.1	70.6	73.6	51.7	50.8	71.6	44.8	44.4	66.3	71.7	71.7	73.9	52.4	51.5	80.5
February ..	68.9	74.7	73.9	44.7	47.6	68.1	55.6	59.2	71.3	67.6	71.8	73.2	49.8	53.0	78.0
March	76.8	74.8	74.1	64.1	63.0	70.0	63.7	61.7	68.6	75.2	70.0	72.9	62.3	61.2	79.5
April	71.7	73.0	73.8	96.3	98.4	70.3	74.8	76.8	71.8	73.9	78.1	73.0	80.6	82.4	78.5
May	72.0	70.4	73.3	93.7	92.1	73.7	77.4	76.7	66.1	74.8	74.7	70.5	102.4	100.8	74.1
June	70.7	71.3	70.6	90.0	92.0	82.9	70.8	71.0	71.0	71.4	68.9	68.9	87.2	89.2	77.6
July	71.4	70.4	72.5	77.6	76.3	77.9	59.2	58.6	73.3	69.9	70.4	71.8	82.9	83.5	81.1
August	74.1	70.8	72.2	76.5	72.4	75.4	78.6	73.7	72.2	71.5	64.6	70.2	84.1	81.6	80.0
September ..	69.8	72.6	74.1	83.2	88.6	73.2	85.0	90.5	74.2	69.6	73.9	73.9	90.7	99.1	81.2
October	74.4	72.9	73.6	88.1	83.4	75.1	93.6	89.7	76.0	77.3	75.4	75.4	95.5	92.6	82.7
November ..	76.8	75.7	75.7	71.1	69.9	77.6	84.7	81.7	79.4	75.4	70.1	70.8	81.4	82.1	87.3
December ..	87.9	88.4	77.5	56.6	57.8	75.1	85.8	88.5	79.0	80.3	83.9	78.4	77.9	81.7	80.1
1936															
January ...	72.6	70.9	73.8	51.9	51.0	71.8	48.1	47.7	71.1	75.2	74.2	76.5	54.5	54.9	85.8
February ..	73.7	75.3	74.6	48.8	49.9	71.3	59.6	59.8	72.0	74.2	71.6	73.1	51.9	54.4	80.0
March	73.8	74.2	73.5	68.0	66.8	70.3	63.0	62.4	69.3	74.8	76.0	78.3	69.7	70.2	91.2
April	74.6	75.5	76.3	105.2	107.5	79.6	77.1	79.2	74.0	73.9	76.9	72.5	86.0	90.1	85.8

A. Unadjusted. E. Corrected for Number of Business Days.

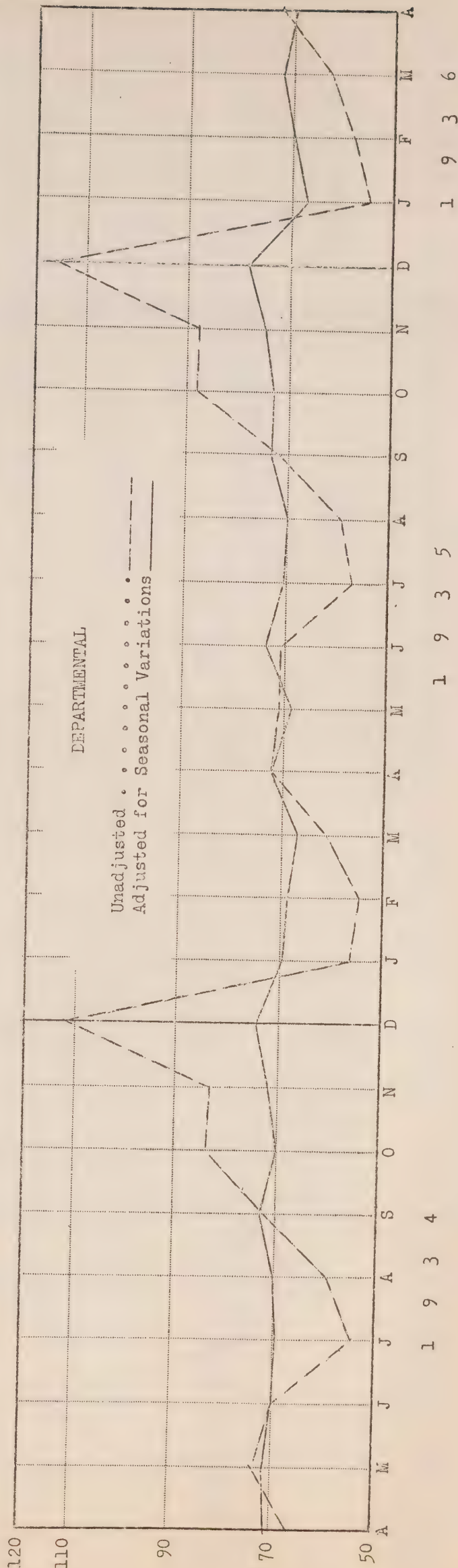
C. Adjusted for Number of Business Days and Seasonal Variations.

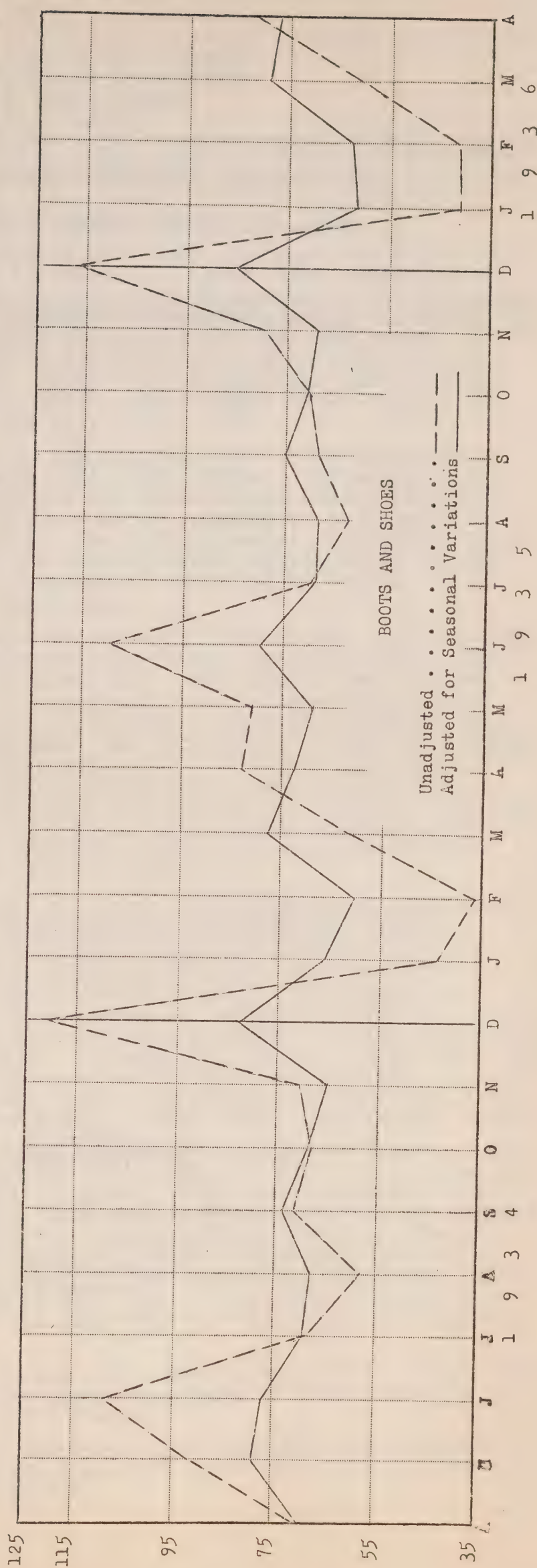
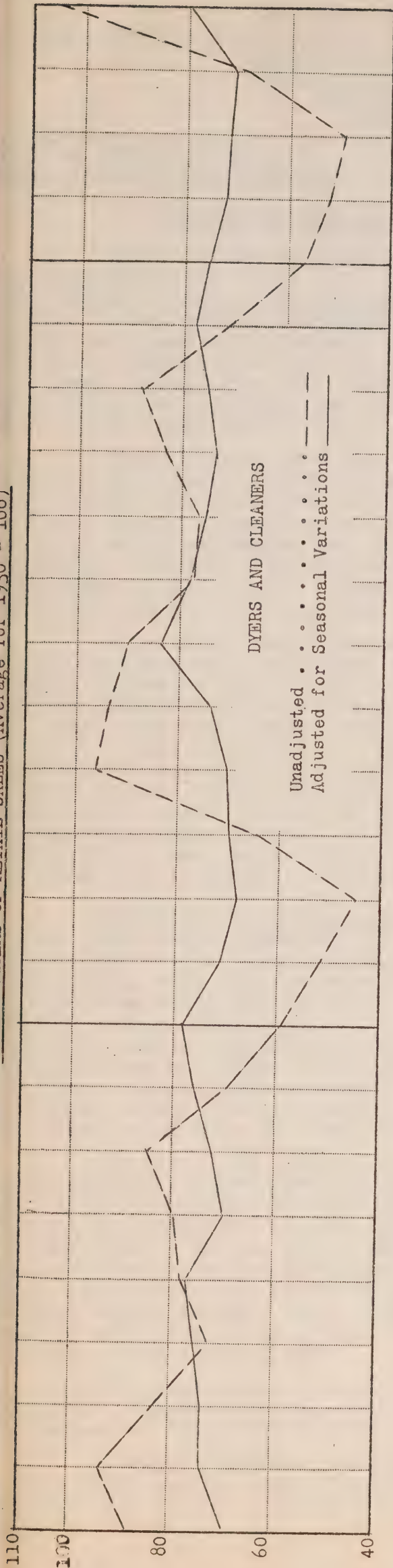
Year and Month	Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (9 Chains)			General Index (206 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C
<u>1934</u>												
April	29.9	30.7	37.9	53.9	55.3	54.8	69.8	72.2	80.2	67.4	69.6	69.6
May	37.1	36.6	42.0	56.8	55.7	55.7	92.4	92.9	89.4	75.3	75.0	71.4
June	28.9	28.5	40.2	55.3	55.3	54.8	90.0	84.9	82.4	72.6	69.4	68.7
July	24.7	25.3	38.9	54.1	53.8	52.2	79.2	81.9	81.9	60.5	62.2	69.1
August	33.8	32.1	42.2	57.3	56.0	52.9	77.7	75.5	82.1	63.4	60.8	69.9
September ..	52.8	56.5	41.2	52.6	53.5	50.9	79.9	79.7	82.2	69.7	71.2	69.8
October	57.5	54.6	41.4	53.2	52.2	52.2	86.3	84.4	80.4	77.7	75.5	70.5
November ...	59.6	58.8	41.7	51.2	51.8	53.9	83.9	83.7	82.9	74.9	74.1	69.9
December ...	67.4	69.2	43.8	53.7	52.9	51.8	159.6	155.1	83.8	95.2	94.5	71.1
<u>1935</u>												
January	37.2	36.7	44.2	49.0	48.1	51.7	53.2	53.3	79.5	58.6	58.2	69.2
February ...	36.1	38.6	44.4	44.9	48.7	50.8	57.7	61.5	83.1	56.4	60.1	69.1
March	39.7	39.2	47.8	51.4	50.5	52.0	67.5	63.7	80.6	64.8	61.8	69.5
April	35.5	36.4	45.0	50.7	51.4	50.9	77.9	80.9	87.0	72.9	75.7	69.5
May	43.0	42.4	48.8	51.9	50.8	50.8	79.5	79.7	76.6	72.4	71.8	68.4
June	30.1	30.9	43.5	49.8	50.7	50.2	88.6	86.1	83.6	71.6	71.0	70.3
July	26.6	26.2	40.4	51.2	50.2	48.8	82.8	83.3	83.3	63.0	62.9	69.9
August	35.2	33.4	44.0	55.4	53.6	50.6	83.7	76.6	83.3	64.9	60.2	69.2
September ..	52.3	55.9	40.8	53.0	54.5	51.9	77.9	83.0	85.5	69.7	74.0	72.6
October	66.6	63.3	48.0	54.3	53.3	53.3	90.4	88.1	83.9	81.2	78.4	73.2
November ...	66.0	65.1	46.2	52.5	52.6	54.7	91.3	86.1	85.2	80.0	76.7	72.4
December ...	67.7	69.5	44.0	55.7	55.4	54.3	164.0	169.7	91.7	98.9	102.0	76.7
<u>1936</u>												
January	43.3	42.7	51.5	50.4	49.3	53.0	53.4	53.3	79.6	59.4	58.6	69.8
February ...	40.3	41.4	47.5	49.0	50.8	53.0	60.8	59.1	79.8	60.8	60.4	69.5
March	36.2	35.8	43.6	52.8	52.5	54.1	65.1	65.5	81.8	65.1	65.3	71.7
April	36.8	37.7	46.6	51.9	52.6	52.1	80.4	83.2	90.4	73.3	75.6	70.7

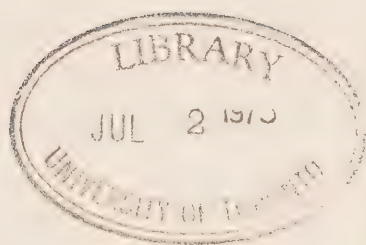
INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



- 5 -







DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
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CHANGES IN THE VALUE OF RETAIL SALES, MAY, 1936

Retail sales in Canada during May, 1936, increased by 6 per cent over May, 1935, and 3 per cent as compared with April, 1936, according to index numbers compiled by the Dominion Bureau of Statistics. The seasonally adjusted index, which also makes allowance for differences in the number of working days, was 72.9 for May, 1936, as against 68.3 for May, 1935, 70.7 for April, 1936, and an average of 70.3 for the first four months of this year (base average for 1930 = 100). Comparable figures for the month of May in previous years follow: May, 1930 - 102.3; May, 1931 - 86.5; May, 1932 - 74.1; May, 1933 - 67.6, and May, 1934 - 71.4.

These figures are based on returns furnished by 37 departmental firms and 169 chains comprising more than 3,300 stores. Three series of index numbers for each kind of business are shown in the tables following. The first series is unadjusted. The second is computed on an average daily basis and makes allowance not only for the varying number of business days from month to month, but also for the varying sales importance of the different days of the week. The third series is corrected for number of business days and also for seasonal variations.

When adjustments were made to allow for differences in the number of business days and for normal seasonal variations, gains over May, 1935, occurred in twelve out of thirteen sub-groups. The largest increase was shown by Hardware chains which did 20 per cent more business than a year ago. Music and Radio sales were up 19 per cent; Dyers and Cleaners, 18 per cent; Boots and Shoes, 17 per cent, and Furniture, 16 per cent. Other groups which showed substantial gains over May of last year were Women's Clothing, 12 per cent; Variety Stores, 11 per cent, and Departmental Stores, 8 per cent. A gain of 3 per cent was evident in the Men's Clothing, Drug and Restaurant groups, while Grocery and Meat chains reported a rise of less than 1 per cent. The only decline occurred in Candy sales which fell from 61.0 to 58.3, a decrease of 4 per cent.

Year-to-Year Comparison of Sales for Corresponding Months.--With this bulletin there commences the addition of a supplementary table for ready reference for firms wishing to compare the value of sales in any month, first, with the corresponding month in 1930 and, second, with the corresponding month in the immediately preceding year. The comparisons with the corresponding month of 1930 are given in Column A of the supplementary table, while comparisons with the corresponding month in the immediately preceding year are shown in Column B. For example, Column A in the Boot and Shoe Store classification shows that Boot and Shoe Store sales were 19.3 per cent lower in May, 1936, than in May, 1930. Column B shows that Boot and Shoe Store sales were 20.6 per cent higher in May, 1936, than in May, 1935.

It should be clearly understood that all figures in Column A show the percentage changes from the corresponding month in 1930. For instance, sales of Boot and Shoe Stores showed declines of 23.8 per cent, 33.1 per cent and 19.3 per cent in May, 1934, 1935 and 1936 respectively, as compared with May, 1930. On the other hand, each figure in Column B shows the percentage change from the corresponding month in the immediately preceding year. Again referring to the Boot and Shoe Store section, sales were 18.8 per cent higher in May, 1934, than in May, 1933; they were 12.1 per cent lower in May, 1935, than in May, 1934, and they were 20.6 per cent higher in May, 1936, than in May, 1935.

The comparisons for March and April, and for each of the other kind-of-business classifications, are also shown and should be interpreted in the same manner as those for Boot and Shoe Stores.

These percentage changes are based upon the actual value of sales in each month and no corrections have been made for differences in number of business days or for seasonal variations.

1/7/36

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Boots and Shoes (16 Chains)			Candy (6 Chains)			Men's Clothing (15 Chains)			Women's Clothing (12 Chains)			Departmental (37 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
April	71.0	73.0	70.2	55.2	58.2	68.4	66.0	68.5	59.6	62.3	64.5	59.7	66.3	68.1	70.9
May	92.1	92.8	79.3	60.0	59.3	50.3	76.1	76.1	65.0	68.7	68.6	62.4	73.6	72.9	71.5
June	109.3	102.8	77.3	48.4	46.7	60.6	73.9	69.6	60.0	74.7	70.2	58.5	69.9	68.0	70.1
July	68.6	71.1	69.7	46.8	47.9	56.4	52.1	53.8	63.3	55.5	57.2	61.5	54.2	55.6	69.5
August	58.2	56.4	68.0	58.6	57.6	58.7	45.5	43.6	62.3	52.3	50.1	65.9	59.0	56.1	70.1
September ..	71.5	71.5	73.7	54.2	54.0	58.0	56.1	56.1	61.0	57.7	57.6	64.0	72.2	75.7	72.8
October	68.1	66.6	68.6	56.4	56.0	58.9	85.2	83.2	67.1	60.5	59.1	61.5	83.9	80.4	69.9
November ...	70.5	70.2	65.0	49.2	49.8	57.9	86.0	85.0	68.0	60.6	59.8	64.3	83.1	81.7	71.7
December ...	121.5	117.0	82.9	115.4	112.0	60.2	94.7	92.9	72.6	122.2	119.8	64.7	114.3	115.5	76.0
1935															
January	43.9	43.9	66.5	39.8	39.4	52.5	44.8	44.6	67.6	38.3	38.1	55.3	54.1	53.4	66.7
February	36.4	38.7	60.4	55.6	60.3	65.5	39.6	42.1	67.8	39.4	41.8	61.5	54.4	57.9	69.0
March	61.2	57.6	77.9	52.2	50.3	59.2	53.2	50.1	64.2	51.6	48.5	63.9	61.4	59.7	67.1
April	83.1	86.1	73.0	78.9	80.8	62.2	84.9	89.1	65.0	70.6	74.0	59.7	72.6	74.9	72.7
May	80.9	80.9	69.2	60.8	59.7	61.0	71.4	71.1	60.8	61.0	60.7	55.2	70.5	69.6	68.2
June	109.8	106.5	80.1	47.1	46.9	61.0	75.3	73.6	63.5	69.5	67.8	56.5	72.1	72.8	75.1
July	70.0	70.6	69.2	44.0	43.8	51.5	57.7	57.7	67.9	56.3	56.3	60.5	55.4	54.9	68.6
August	62.6	57.2	68.9	59.2	55.4	56.6	50.3	46.0	65.6	50.5	46.1	60.6	60.4	56.6	70.8
September ..	68.7	73.0	75.3	52.6	55.4	59.6	59.5	63.3	68.8	52.1	55.3	61.5	71.6	76.3	73.4
October	70.7	69.1	71.2	57.4	56.8	59.8	88.0	85.4	68.9	62.1	60.1	62.6	87.6	83.6	72.7
November ...	79.6	74.9	69.4	52.3	50.4	58.6	94.1	88.6	70.9	62.9	59.1	63.5	88.5	86.0	75.5
December ...	117.2	121.0	85.8	116.8	119.7	64.3	100.4	104.5	81.6	121.7	126.6	68.4	116.5	119.6	78.7
1936															
January	40.8	40.7	61.7	44.7	43.9	58.6	47.1	46.6	70.6	39.8	39.3	57.0	53.6	52.7	65.9
February	41.4	40.2	62.8	61.6	61.5	66.8	41.8	40.9	65.9	41.6	40.6	59.7	57.8	58.4	69.5
March	61.4	61.7	79.1	47.5	48.7	57.2	55.8	56.3	67.0	47.3	47.6	59.6	62.5	61.9	72.0
April	81.5	84.1	73.8	83.8	85.2	65.5	80.9	83.8	64.0	71.3	73.8	61.5	72.1	74.0	69.8
May	97.5	94.6	80.9	59.2	57.1	58.3	76.3	73.4	62.7	70.6	67.8	61.7	74.8	75.3	73.8

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Drugs (23 Chains)			Dyers and Cleaners (8 Chains)			Furniture (7 Chains)			Groceries and Meats (34 Chains)			Hardware (16 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
April	69.2	72.0	72.7	87.9	89.9	69.1	65.5	67.3	62.9	71.6	74.5	72.4	74.2	75.9	72.3
May	70.3	68.9	71.7	94.0	92.4	73.9	74.9	74.2	64.0	76.8	77.4	73.0	103.7	102.0	75.0
June	72.7	71.7	71.0	85.4	82.0	73.9	67.7	65.6	65.6	74.7	69.5	69.5	85.4	84.0	73.1
July	68.9	69.5	71.5	72.4	74.1	75.6	51.2	52.6	65.7	67.9	70.4	71.8	77.1	78.9	76.6
August	70.4	68.7	70.1	78.1	74.0	77.1	72.5	69.4	68.1	69.9	67.2	73.1	77.9	73.8	72.4
September ..	69.8	70.4	71.9	79.6	84.8	70.1	78.0	81.1	66.5	69.7	68.6	68.6	87.5	93.2	76.5
October	71.8	70.8	71.5	85.0	80.4	72.5	79.8	76.4	64.7	75.3	74.4	74.4	92.6	87.7	78.3
November ..	71.5	72.2	72.2	69.7	63.5	76.1	72.3	71.7	69.6	71.7	70.8	71.6	69.4	68.2	72.6
December ..	85.4	84.0	73.6	59.1	60.4	78.5	79.4	79.6	71.0	75.3	73.0	68.2	79.9	81.7	80.1
1935															
January	72.1	70.6	73.6	51.7	50.8	71.6	44.8	44.4	66.3	71.7	71.7	73.9	52.4	51.5	80.5
February ..	68.9	74.7	73.9	44.7	47.6	68.1	55.6	59.2	71.3	67.6	71.8	73.2	49.8	53.0	78.0
March	76.8	74.8	74.1	64.1	63.0	70.0	63.7	61.7	68.6	75.2	70.0	72.9	62.3	61.2	79.5
April	71.7	73.0	73.8	96.3	98.4	70.3	74.8	76.8	71.8	73.9	78.1	73.0	80.6	82.4	78.5
May	72.0	70.4	73.3	93.7	92.1	73.7	77.4	76.7	66.1	74.8	74.7	70.5	102.4	100.8	74.1
June	70.7	71.3	70.6	90.0	92.0	82.9	70.8	71.0	71.0	71.4	68.9	68.9	87.2	89.2	77.6
July	71.4	70.4	72.5	77.6	76.3	77.9	59.2	58.6	73.3	69.9	70.4	71.8	82.9	83.5	81.1
August	74.1	70.8	72.2	76.5	72.4	75.4	78.6	73.7	72.2	71.5	64.6	70.2	84.1	81.6	80.0
September ..	69.8	72.6	74.1	83.2	88.6	73.2	85.0	90.5	74.2	69.6	73.9	73.9	90.7	99.1	81.2
October	74.4	72.9	73.6	88.1	83.4	75.1	93.6	89.7	76.0	77.3	75.4	75.4	95.5	92.6	82.7
November ..	76.8	75.7	75.7	71.1	69.9	77.6	84.7	81.7	79.4	75.4	70.1	70.8	81.4	82.1	87.3
December ..	87.9	88.4	77.5	56.6	57.8	75.1	85.8	86.5	79.0	80.3	83.9	78.4	77.9	81.7	80.1
1936															
January	72.6	70.9	73.8	51.9	51.0	71.8	48.1	47.7	71.1	75.2	74.2	76.5	54.5	54.9	85.8
February ..	73.7	75.3	74.6	48.8	49.9	71.3	59.6	59.8	72.0	74.2	71.6	73.1	51.9	54.4	80.0
March	73.8	74.2	73.5	68.4	67.2	70.7	63.0	62.4	69.3	74.8	76.0	78.3	69.0	69.6	90.4
April	74.3	75.2	75.9	112.1	114.6	84.9	76.2	73.3	73.2	73.8	76.7	72.4	86.3	90.5	86.2
May	74.7	72.7	75.7	106.2	108.5	86.8	88.7	89.0	76.7	79.5	75.3	71.0	115.5	121.1	89.1

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (9 Chains)			General Index (206 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C
1934												
April	23.9	30.7	37.9	53.9	55.3	54.8	69.8	72.2	80.2	67.4	69.6	69.6
May	37.1	36.6	42.0	56.8	55.7	55.7	92.4	92.9	89.4	75.3	75.0	71.4
June	28.9	28.5	40.2	55.3	55.3	54.8	90.0	84.9	82.4	72.6	69.4	68.7
July	24.7	25.3	38.9	54.1	53.8	52.2	79.2	81.9	81.9	60.5	62.2	69.1
August	33.8	32.1	42.2	57.3	56.0	52.9	77.7	75.5	82.1	63.4	60.8	69.9
September ..	52.8	56.5	41.2	52.6	53.5	50.9	79.9	79.7	82.2	69.7	71.2	69.8
October	57.5	54.6	41.4	53.2	52.2	52.2	86.3	84.4	80.4	77.7	75.5	70.5
November ...	59.6	58.8	41.7	51.2	51.8	53.9	83.9	83.7	82.9	74.9	74.1	69.9
December ...	67.4	69.2	43.8	53.7	52.9	51.8	159.6	155.1	83.8	96.1	95.4	71.7
1935												
January	37.2	36.7	44.2	49.0	48.1	51.7	53.2	53.3	79.5	57.8	57.3	68.3
February ...	36.1	38.6	44.4	44.9	48.7	50.8	57.7	61.5	83.1	56.4	60.2	69.2
March	39.7	39.2	47.8	51.4	50.5	52.0	67.5	63.7	80.6	64.9	62.0	69.6
April	35.5	36.4	45.0	50.7	51.4	50.9	77.9	80.9	87.0	73.0	75.8	69.6
May	43.0	42.4	48.8	51.9	50.8	50.8	79.5	79.7	76.6	72.3	71.7	68.3
June	30.1	30.9	43.5	49.8	50.7	50.2	88.6	86.1	83.6	72.0	71.5	70.8
July	26.6	26.2	40.4	51.2	50.2	48.8	82.8	83.3	83.3	62.5	62.3	69.3
August	35.2	33.4	44.0	55.4	53.6	50.6	83.7	76.6	83.3	65.3	60.6	69.6
September ..	52.3	55.9	40.8	53.0	54.5	51.9	77.9	83.0	85.5	69.6	74.0	72.5
October	66.6	63.3	48.0	54.3	53.3	53.3	90.4	88.1	83.9	80.9	78.1	73.0
November ...	66.0	65.1	46.2	52.5	52.6	54.7	91.3	86.1	85.2	80.1	76.9	72.5
December ...	67.7	69.5	44.0	55.7	55.4	54.3	164.0	169.7	91.7	98.9	102.1	76.8
1936												
January	43.3	42.7	51.5	50.4	49.3	53.0	53.4	53.3	79.6	59.1	58.3	69.4
February ...	40.3	41.4	47.5	49.0	50.8	53.0	60.8	59.1	79.8	60.8	60.4	69.4
March	36.2	35.8	43.6	52.7	52.4	54.0	65.1	65.5	81.8	65.2	65.3	71.8
April	36.8	37.7	46.6	51.7	52.4	51.9	80.4	83.2	90.5	73.3	75.6	70.7
May	49.4	50.8	58.3	53.4	52.4	52.4	91.4	88.5	85.1	77.9	76.5	72.9

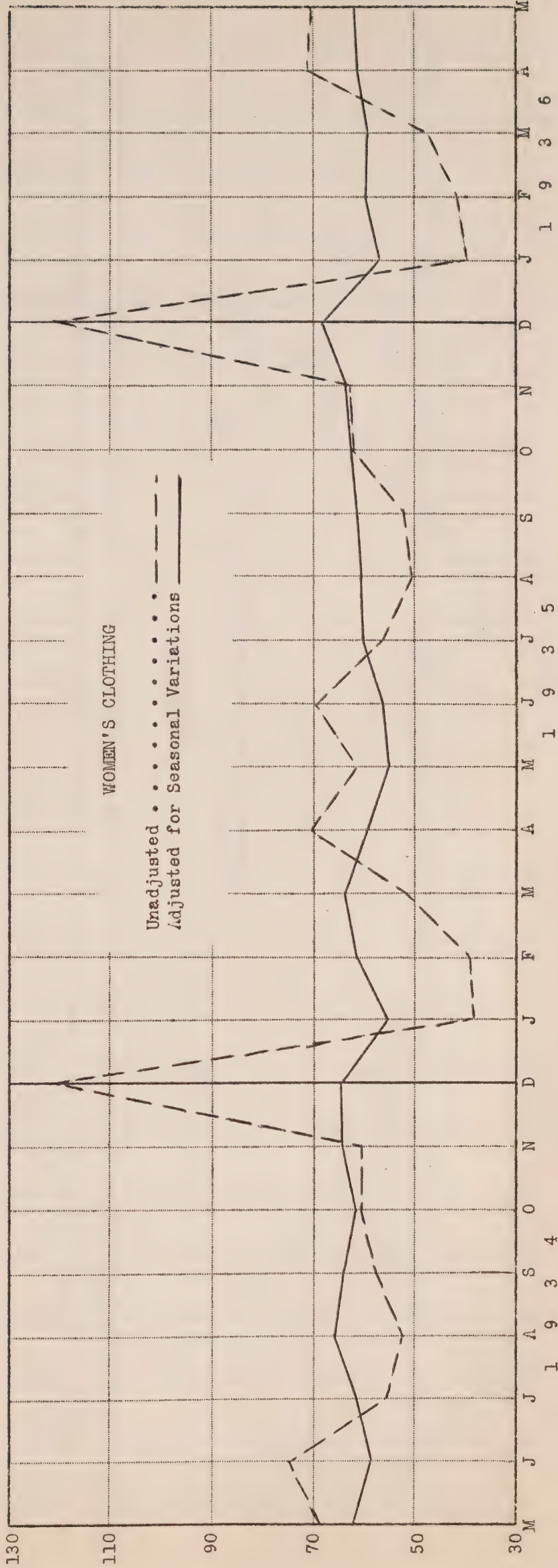
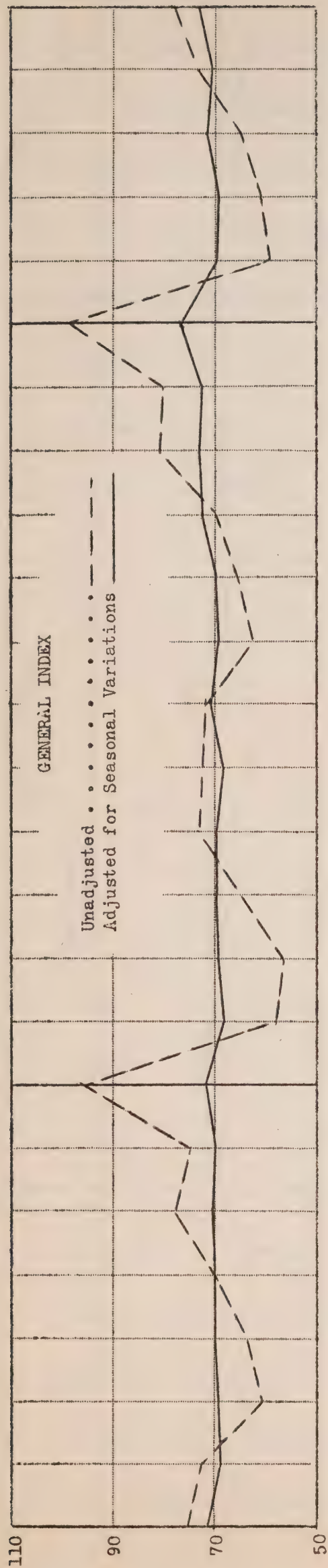
A. - Percentage change from corresponding month in 1930.

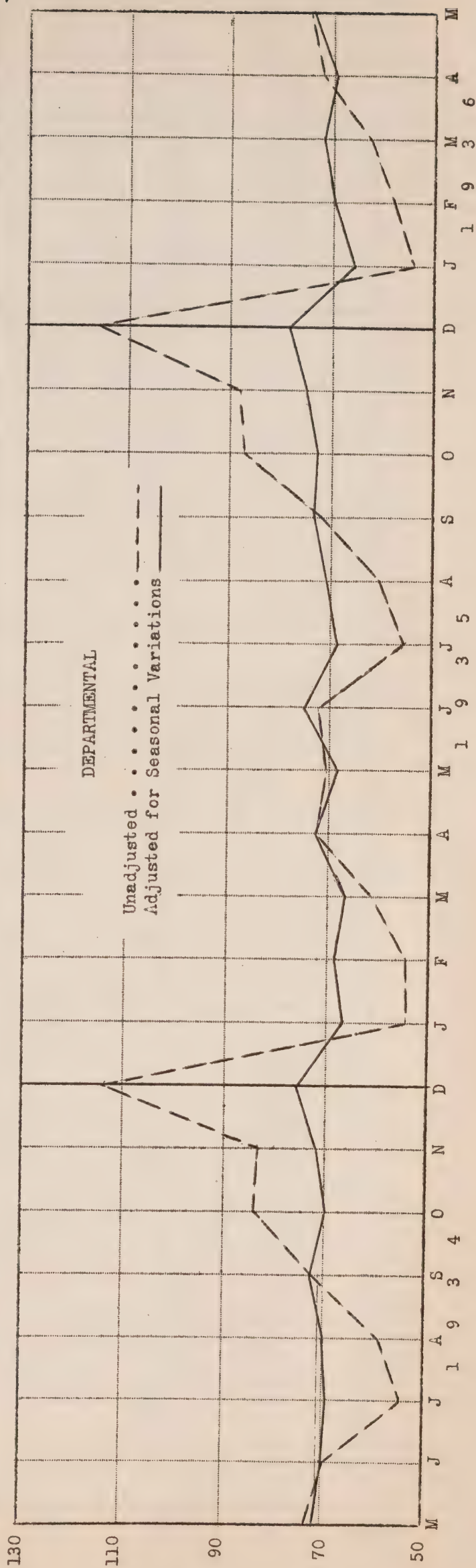
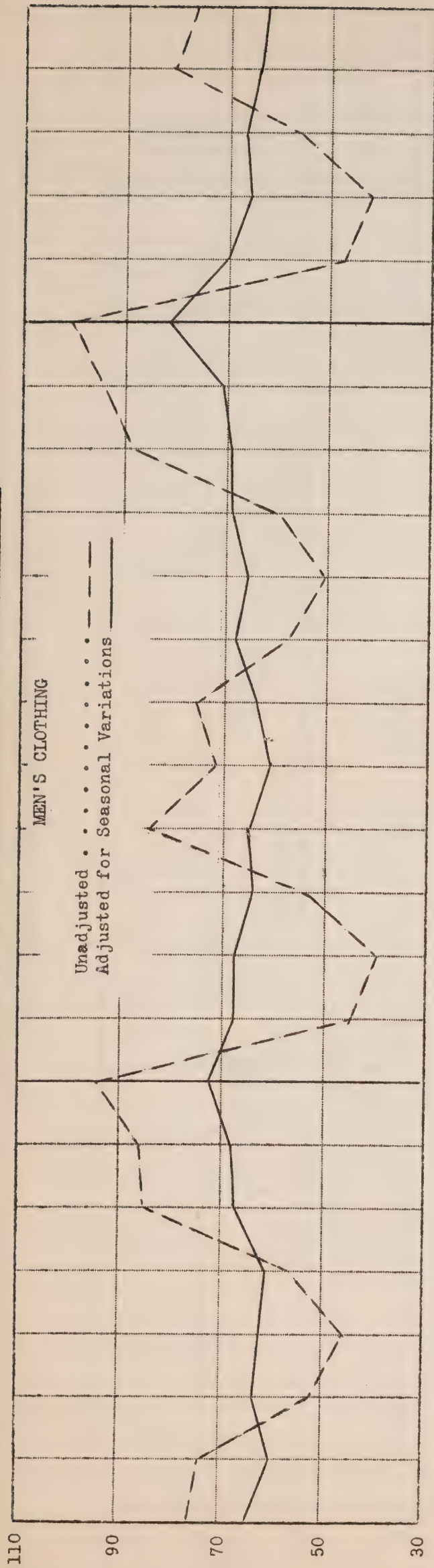
B. - Percentage change from corresponding month in preceding year.

(For explanation of the figures given in this table, please refer to the introduction.)

Year and Month	Boots and Shoes		Candy		Men's Clothing		Women's Clothing		Departmental		Drugs		Dyers and Cleaners	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B
1934														
March	-17.7	+61.5	-8.9	+91.6	-38.2	+26.8	-32.9	+26.4	-24.2	+13.0	-29.5	+6.2	-30.6	+24.5
April	-42.5	-2.4	-57.5	-31.4	-55.6	-20.2	-51.0	-7.4	-37.2	-0.4	-31.8	+3.3	-35.9	+0.3
May	-23.8	+18.8	-43.5	+0.2	-39.8	+11.6	-42.2	+6.0	-29.8	+5.1	-31.0	+6.0	-31.4	+9.5
1935														
March	-31.7	-17.0	-43.5	-38.0	-47.9	-15.7	-41.3	-12.5	-30.6	8.5	-28.2	+1.9	-38.6	-11.6
April	-32.7	+17.1	-39.3	+42.7	-42.9	+28.5	-44.4	+13.4	-31.2	+9.5	-29.4	+3.6	-29.7	+9.5
May	-33.1	-12.1	-42.6	+1.4	-43.6	-6.2	-48.6	-11.2	-32.8	-4.2	-29.3	+2.5	-31.6	-0.4
1936														
March	-31.5	+0.3	-48.6	-9.0	-45.3	+4.9	-46.2	8.4	-29.4	+1.8	-31.1	-4.0	-34.5	+6.7
April	-34.0	-1.9	-35.6	+6.2	-45.6	-4.7	-43.9	+6.9	-31.7	-0.8	-26.8	+3.7	-18.1	+16.5
May	-19.3	+20.6	-44.1	-2.6	-39.7	+6.9	-40.6	+15.7	-28.6	+6.1	-26.7	+3.7	-22.5	+13.4

Year and Month	Furniture		Groceries and Meats		Hardware		Music and Radio		Restaurants		Variety		General Index	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B
1934														
March	-42.6	+6.9	-22.0	+4.9	-38.8	+10.0	-64.7	+10.8	-43.3	+0.7	-9.6	+25.9	-26.8	+11.6
April	-35.5	+16.8	-32.3	+2.1	-24.3	+22.8	-62.3	+14.3	-44.2	-3.1	-24.8	-5.6	-37.5	-0.3
May	-33.9	+17.1	-30.0	+1.4	-16.1	+20.4	-54.9	+21.2	-45.6	+0.1	-12.4	+22.1	-31.0	+6.1
1935														
March	-35.7	+12.0	-25.5	-4.4	-30.8	+13.0	-57.4	+20.6	-48.6	-9.4	-19.8	-11.2	-31.5	-6.4
April	-26.4	+14.1	-30.2	+3.1	-17.8	+8.6	-55.3	+18.6	-48.2	-5.9	-16.1	+11.5	-32.3	+8.2
May	-31.7	+3.3	-31.9	-2.7	-17.2	-1.2	-47.7	+16.0	-50.2	-8.5	-24.6	-13.2	-33.7	-4.0
1936														
March	-36.5	-1.2	-25.9	-0.5	-23.3	+10.9	-61.1	-8.7	-47.3	+2.5	-22.7	-3.6	-31.2	+0.4
April	-24.9	+2.0	-30.3	-2.1	-11.9	+7.1	-53.6	+3.6	-47.2	+2.0	-13.3	+3.3	-32.0	+0.4
May	-21.7	+14.7	-27.6	+6.3	-6.1	+13.3	-39.9	+14.9	-48.8	+2.8	-13.3	+15.0	-28.6	+7.7





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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA.

Chief Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.

CHANGES IN THE VALUE OF RETAIL SALES, JUNE, 1936

The Dominion Bureau of Statistics' index number of retail sales advanced from 72.9 for May to 74.1 for June, an increase of 1.6 per cent. With the exception only of December, 1935, the figure for June is the highest recorded for any month since May, 1932. Compared with the same month a year ago, sales were up 4.7 per cent. These index numbers have been adjusted for differences in the number of working days and for seasonal variations and are based on the average for 1930 as 100.

As compared with May, 1936, the considerable advances in the sales of Groceries and Meats and Hardware, combined with moderate gains in Furniture, Candy, Departmental, Restaurants and Variety, more than counterbalanced the declines registered by Drugs, Dyers and Cleaners, Boots and Shoes, Men's Clothing, Women's Clothing and Music and Radio, so that there was an increase in the general index of 1.6 per cent.

A comparison with June, 1935, shows gains in eleven out of thirteen sub-groups, the increases ranging from 24.0 per cent for Hardware to 3 per cent for Men's Clothing. Other groups registering gains were Music and Radio, 17.9 per cent; Furniture, 10.0 per cent; Groceries, 9.3 per cent; Variety, 8.7 per cent; Restaurants, 6.4 per cent; Women's Clothing, 4 per cent; Drugs, 3.1 per cent, and Boots and Shoes, 1.4 per cent. A decline of 1.5 per cent is shown for Department Store sales, while Candy increased by 0.2 per cent.

Without allowance for seasonal variations, June sales were up 3.5 per cent as compared with June, 1935, but there was a drop of 4.4 per cent from May of this year.

Returns furnished by 37 departmental firms and 169 chains comprising more than 3,300 stores are used in the compilation of these statistics. Three series of index numbers for each kind of business are shown in the tables following. The first series is unadjusted. The second is computed on an average daily basis and makes allowance not only for the varying number of business days from month to month, but also for the varying sales importance of the different days of the week. The third series is corrected for number of business days and also for seasonal variations.

Year-to-Year Comparison of Sales for Corresponding Months.--This Bulletin shows a supplementary table for ready reference for firms wishing to compare the value of sales in any month, first, with the corresponding month of 1930 and, second, with the corresponding month in the preceding year. The comparisons with the corresponding month of 1930 for each sub-group are given in Column D of the supplementary table, while comparisons with the corresponding month in the preceding year are shown in Column E. For example, Column D in the Department Store classification shows that Department Store sales were 24.0 per cent lower in June, 1936, than in June, 1930. Column E shows that Department Store sales were 0.6 per cent higher in June, 1936, than in June, 1935. Similar comparisons are made for the months of April and May.

It should be understood that all figures in Column D show the percentage change from the corresponding month in 1930. For instance, sales in Department Stores showed declines of 26.7 per cent, 24.4 per cent and 2.0 per cent in June, 1934, 1935 and 1936 respectively, as compared with June, 1930.

On the other hand, each figure in Column E shows the percentage change from the corresponding month in the preceding year. Again referring to the Department Store section, sales were 1.7 per cent higher in June, 1936, than in June, 1935; they were 3.1 per cent higher in June, 1935, than in June, 1934, and they were 0.6 per cent higher in June, 1936, than in June, 1935.

These percentage changes are based upon the actual value of sales for each month and no corrections have been made for differences in the number of business days or for seasonal variations.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Boots and Shoes (16 Chains)			Candy (6 Chains)			Men's Clothing (15 Chains)			Women's Clothing (12 Chains)			Departmental (37 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
June	109.3	102.8	77.3	48.4	46.7	60.6	73.9	69.6	60.0	74.7	70.2	58.5	69.9	68.0	70.1
July	68.6	71.1	69.7	46.8	47.9	56.4	52.1	53.8	63.3	55.5	57.2	61.5	54.2	55.6	69.5
August	58.2	56.4	68.0	58.6	57.6	58.7	45.5	43.6	62.3	52.3	50.1	65.9	59.0	56.1	70.1
September ..	71.5	71.5	73.7	54.2	54.0	58.0	56.1	56.1	61.0	57.7	57.6	64.0	72.2	75.7	72.8
October	68.1	66.6	68.3	56.4	56.0	58.9	85.2	83.2	67.1	60.5	59.1	61.5	83.9	80.4	69.9
November	70.5	70.2	65.0	49.2	49.8	57.9	86.0	85.0	68.0	60.6	59.8	64.3	83.1	81.7	71.7
December	121.5	117.0	82.9	115.4	112.0	60.2	94.7	92.9	72.6	122.2	119.8	64.7	114.3	115.5	76.0
1935															
January	43.9	43.9	66.5	39.8	39.4	52.5	44.8	44.6	67.6	38.3	38.1	55.3	54.1	53.4	66.7
February	36.4	38.7	60.4	55.6	60.3	65.5	39.6	42.1	67.8	59.4	41.8	61.5	54.4	57.9	69.0
March	61.2	57.6	77.9	52.2	50.3	59.2	53.2	50.1	64.2	51.6	48.5	63.9	61.4	59.7	67.1
April	83.1	86.1	73.0	78.9	80.8	62.2	84.9	89.1	65.0	70.6	74.0	59.7	72.6	74.9	72.7
May	80.9	80.9	69.2	60.8	59.7	61.0	71.4	71.1	60.8	61.0	60.7	55.2	70.5	69.6	68.2
June	109.8	106.5	80.1	47.1	46.9	61.0	75.3	73.6	63.5	69.5	67.8	56.5	72.1	72.8	75.1
July	70.0	70.6	69.2	44.0	43.8	51.5	57.7	57.7	67.9	56.3	56.3	60.5	55.4	54.9	68.6
August	62.6	57.2	68.9	59.2	55.4	56.6	50.3	46.0	65.6	50.5	46.1	60.6	60.4	56.6	70.8
September ...	68.7	73.0	75.3	52.6	55.4	59.6	59.5	63.3	68.8	52.1	55.3	61.5	71.6	76.3	73.4
October	70.7	69.1	71.2	57.4	56.8	59.8	88.0	85.4	68.9	62.1	60.1	62.6	87.6	83.6	72.7
November	79.6	74.9	69.4	52.3	50.4	58.6	94.1	88.6	70.9	62.9	59.1	63.5	88.5	86.0	75.5
December	117.2	121.0	85.8	116.8	119.7	64.3	100.4	104.5	81.6	121.7	126.6	68.4	116.5	119.6	78.7
1936															
January	40.8	40.7	61.7	44.7	43.9	58.6	47.1	46.6	70.6	39.8	39.3	57.0	53.6	52.7	65.9
February	41.4	40.2	62.8	61.6	61.5	66.8	41.8	40.9	65.9	41.6	40.6	59.7	57.8	58.4	69.5
March	61.4	61.7	79.1	47.5	48.7	57.2	55.8	56.3	67.0	47.9	48.3	60.3	62.5	61.9	72.0
April	81.5	84.1	73.8	83.8	85.2	65.5	81.3	84.3	64.3	73.5	76.1	63.4	72.1	74.0	69.8
May	97.6	98.4	84.1	59.1	57.0	58.2	80.3	77.3	66.0	69.3	66.6	60.5	74.7	75.2	73.8
June	107.6	108.0	81.2	45.7	46.9	60.9	74.0	74.6	64.3	70.3	70.8	59.0	72.5	71.8	74.0

A. Unadjusted. B. Corrected for Number of Business Days.
 C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Drugs (23 Chains)			Dyers and Cleaners (8 Chains)			Furniture (7 Chains)			Groceries and Meats (34 Chains)			Hardware (16 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
June	72.7	71.7	71.0	83.4	82.0	73.9	67.7	65.6	65.6	74.7	69.5	69.5	85.4	84.0	73.1
July	68.9	69.3	71.5	72.4	74.1	75.6	51.2	52.6	65.7	67.9	70.4	71.8	77.1	78.9	76.6
August	70.4	68.7	70.1	78.1	74.0	77.1	72.5	69.4	68.1	69.9	67.2	73.1	77.9	73.8	72.4
September ..	69.8	70.4	71.9	79.6	84.8	70.1	78.0	81.1	66.5	69.7	68.6	68.6	87.5	93.2	76.5
October ..	71.8	70.8	71.5	85.0	80.4	72.5	79.8	76.4	64.7	75.3	74.4	74.4	92.6	87.7	78.3
November ..	71.5	72.2	72.2	69.7	68.5	76.1	72.3	71.7	69.6	71.7	70.8	71.6	69.4	68.2	72.6
December ..	85.4	84.0	73.6	59.1	60.4	78.5	79.4	79.6	71.0	75.3	73.0	68.2	79.9	81.7	80.1
1935															
January ...	72.1	70.6	73.6	51.7	50.8	71.6	44.8	44.4	66.3	71.7	71.7	73.9	52.4	51.5	80.5
February ..	68.9	74.7	73.9	44.7	47.6	68.1	55.6	59.2	71.3	67.6	71.8	73.2	49.8	53.0	78.0
March	76.8	74.8	74.1	64.1	63.0	70.0	63.7	61.7	68.6	75.2	70.0	72.9	62.3	61.2	79.5
April	71.7	73.0	73.8	96.3	98.4	70.3	74.8	76.8	71.8	73.9	78.1	73.0	80.6	82.4	78.5
May	72.0	70.4	73.3	93.7	92.1	73.7	77.4	76.7	66.1	74.8	74.7	70.5	102.4	100.8	74.1
June	70.7	71.3	70.6	90.0	92.0	82.9	70.8	71.0	71.0	71.4	68.9	68.9	87.2	89.2	77.6
July	71.4	70.4	72.5	77.6	76.3	77.9	59.2	58.6	73.3	69.9	70.4	71.8	82.9	83.5	81.1
August	74.1	70.8	72.2	76.5	72.4	75.4	78.6	73.7	72.2	71.5	64.6	70.2	84.1	81.6	80.0
September ..	69.8	72.6	74.1	83.2	88.6	73.2	85.0	90.5	74.2	69.6	73.9	73.9	90.7	99.1	81.2
October	74.4	72.9	73.6	88.1	83.4	75.1	93.6	89.7	76.0	77.3	75.4	75.4	95.5	92.6	82.7
November ..	76.8	75.7	75.7	71.1	69.9	77.6	84.7	81.7	79.4	75.4	70.1	70.8	81.4	82.1	87.3
December ..	87.9	88.4	77.5	56.6	57.8	75.1	85.8	88.5	79.0	80.3	83.9	78.4	77.9	81.7	80.1
1936															
January ...	72.6	70.9	73.8	51.9	51.0	71.8	48.1	47.7	71.1	75.2	74.2	76.5	54.5	54.9	85.8
February ..	73.7	75.3	74.6	48.8	49.9	71.3	59.6	59.8	72.0	74.2	71.6	73.1	51.9	54.4	80.0
March	73.8	74.2	73.5	68.4	67.2	70.7	63.0	62.4	69.3	74.8	76.0	78.3	69.0	69.6	90.4
April	74.3	75.2	75.9	112.0	114.5	84.8	76.3	78.3	73.2	73.8	76.7	72.4	86.3	90.5	86.2
May	74.2	72.2	75.3	105.6	107.9	86.3	87.9	88.2	76.0	79.3	75.1	70.9	115.4	121.0	89.0
June	72.2	73.6	72.8	92.4	90.8	81.8	78.8	78.1	78.1	74.1	75.3	75.3	109.8	110.7	96.2

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

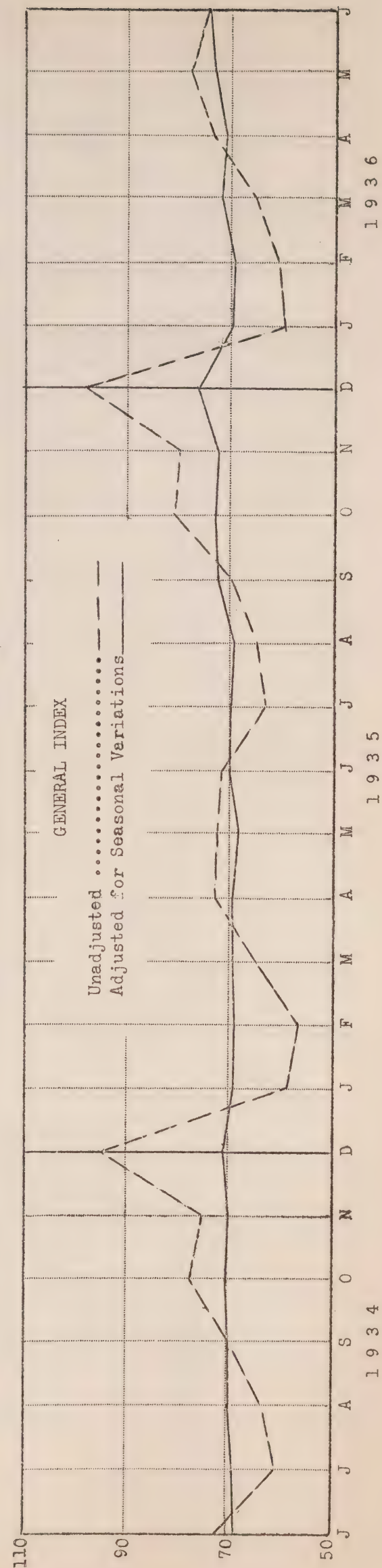
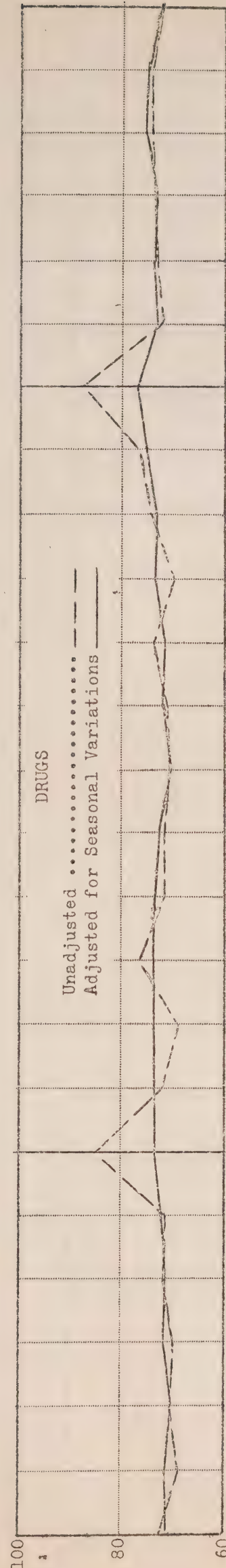
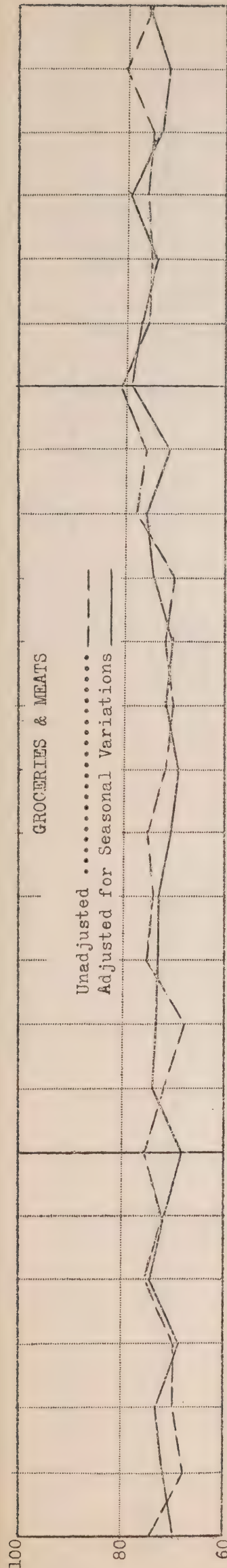
Year and Month	Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (9 Chains)			General Index (206 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C
<u>1934</u>												
June	28.9	28.5	40.2	55.3	55.3	54.8	90.0	84.9	82.4	72.6	69.4	68.7
July	24.7	25.3	38.9	54.1	53.8	52.2	79.2	81.9	81.9	60.5	62.2	69.1
August	33.8	32.1	42.2	57.3	56.0	52.9	77.7	75.5	82.1	63.4	60.8	69.9
September ..	52.8	56.5	41.2	52.6	53.5	50.9	79.9	79.7	82.2	69.7	71.2	69.8
October	57.5	54.0	41.4	53.2	52.2	52.2	80.3	84.4	80.4	77.7	75.5	70.5
November ..	59.6	58.8	41.7	51.2	51.8	53.9	83.9	83.7	82.9	74.9	74.1	69.9
December ..	67.4	69.2	43.8	53.7	52.9	51.8	159.6	155.1	83.8	96.1	95.4	71.7
<u>1935</u>												
January ...	37.2	36.7	44.2	49.0	48.1	51.7	53.2	53.3	79.5	57.8	57.3	68.3
February ..	36.1	38.6	44.4	44.9	48.7	50.8	57.7	61.5	83.1	56.4	60.2	69.2
March	39.7	39.2	47.8	51.4	50.5	52.0	67.5	63.7	80.6	64.9	62.0	69.6
April	35.5	36.4	45.0	50.7	51.4	50.9	77.9	80.9	87.0	73.0	75.8	69.6
May	43.0	42.4	48.8	51.9	50.8	50.8	79.5	79.7	76.6	72.3	71.7	68.3
June	30.1	30.9	43.5	49.8	50.7	50.2	88.6	86.1	83.6	72.0	71.5	70.8
July	26.6	26.2	40.4	51.2	50.2	48.8	82.8	83.3	83.3	62.5	62.3	69.3
August	35.2	33.4	44.0	55.4	53.6	50.6	83.7	76.6	83.3	65.3	60.6	69.6
September ..	52.3	55.9	40.8	53.0	54.5	51.9	77.9	83.0	85.5	69.6	74.0	72.5
October	66.6	63.3	48.0	54.3	53.3	53.3	90.4	88.1	83.9	80.9	78.1	73.0
November ..	66.0	65.1	46.2	52.5	52.6	54.7	91.3	86.1	85.2	80.1	76.9	72.5
December ..	67.7	69.5	44.0	55.7	55.4	54.3	164.0	169.7	91.7	98.9	102.1	76.8
<u>1936</u>												
January ...	43.2	42.6	51.4	50.4	49.3	53.0	53.4	53.3	79.6	59.1	58.3	69.4
February ..	40.4	41.5	47.7	49.0	50.8	53.0	60.8	59.1	79.8	60.8	60.4	69.4
March	36.6	36.2	44.1	52.7	52.4	54.0	65.1	65.5	81.8	65.2	65.4	71.8
April	36.9	37.8	46.7	51.7	52.4	51.9	80.4	83.2	90.5	73.4	75.7	70.8
May	50.1	51.5	59.1	53.3	52.3	52.3	91.2	88.3	84.9	77.9	76.6	72.9
June	36.9	36.4	51.3	53.2	54.0	53.4	93.1	93.6	90.9	74.5	74.8	74.1

D. - Percentage change from corresponding month in 1930.
E. - Percentage change from corresponding month in preceding year.

(For explanation of the figures given in this table, please refer to the introduction.)

Year and Month	Boots and Shoes		Candy		Men's Clothing		Women's Clothing		Departmental		Drugs		Dyers and Cleaners	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
1934														
April	-42.5	- 2.4	-57.5	-31.4	-55.6	-20.2	-51.0	- 7.4	-37.2	- 0.4	-31.8	+ 3.3	-35.9	+ 0.3
May	-23.8	+18.8	-43.5	+ 0.2	-39.8	+11.6	-42.2	+ 6.0	-29.8	+ 5.1	-31.0	+ 6.0	-31.4	+ 9.5
June	- 7.8	+14.6	-36.5	+ 9.8	-32.2	+ 2.4	-35.4	+ 2.7	-26.7	+ 1.7	-25.8	+ 3.3	-20.1	+12.2
1935														
April	-32.7	+17.1	-39.3	+42.7	-42.9	+28.5	-44.4	+13.4	-31.2	+ 9.5	-29.4	+ 3.6	-29.7	+ 9.5
May	-33.1	-12.1	-42.6	+ 1.4	-43.6	- 6.2	-48.6	-11.2	-32.8	- 4.2	-29.3	+ 2.5	-31.6	- 0.4
June	- 6.4	+ 0.5	- 3.8	-2.8	-30.0	+ 1.9	-38.9	- 7.0	-24.4	+ 3.1	-27.8	- 2.8	-13.8	+ 7.9
1936														
April	-34.0	- 1.9	-35.6	+ 6.2	-45.3	- 4.2	-42.1	+ 4.0	-31.7	- 0.8	-26.8	+ 3.7	-18.2	+15.3
May	-19.3	+20.7	-44.3	- 2.8	-36.5	+12.5	-41.6	+13.6	-28.7	+ 6.0	-27.1	+ 3.0	-22.9	+12.8
June	- 9.3	- 2.1	-40.0	- 2.8	-32.1	- 1.8	-39.3	- 1.1	-24.0	+ 0.6	-26.3	+ 2.2	-11.5	+ 2.5

Year and Month	Furniture		Groceries and Meats		Hardware		Music and Radio		Restaurants		Variety		General Index	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
1934														
April	-35.5	+16.8	-32.3	+ 2.1	-24.3	+22.8	-62.3	+14.3	-44.9	- 3.1	-24.8	- 5.6	-37.5	- 0.3
May	-33.9	+17.1	-30.0	+ 1.4	-16.1	+20.4	-54.9	+21.2	-45.6	+ 0.1	-12.4	+22.1	-31.0	+ 6.1
June	-17.5	+24.1	-20.8	+ 1.9	-18.7	+10.8	-53.8	+22.0	-45.5	- 0.7	- 5.0	+ 9.5	-25.5	+ 4.9
1935														
April	-26.4	+14.1	-30.2	+ 3.1	-17.8	+ 8.6	-55.3	+18.5	-48.2	- 5.9	-16.1	+11.5	-32.3	+ 8.2
May	-31.7	+ 3.3	-31.9	- 2.7	-17.2	- 1.2	-47.7	+16.0	-50.2	- 8.5	-24.6	-13.9	-33.7	- 4.0
June	-24.2	+ 4.5	-24.3	- 4.6	-17.0	+ 2.1	-52.0	+ 4.1	-50.9	- 9.9	- 6.5	- 1.6	-26.0	- 0.7
1936														
April	-24.9	+ 2.0	-30.3	- 0.1	-11.9	+ 7.1	-53.5	+ 3.9	-47.2	+ 2.0	-13.3	+ 3.3	-31.9	+ 0.6
May	-22.4	+13.7	-27.7	+ 5.1	- 6.7	+12.7	-39.1	+16.6	-48.9	+ 2.6	-13.5	+14.7	-28.7	+ 7.7
June	-15.6	+11.3	-21.4	+ 3.9	+ 4.6	+25.9	-41.0	+22.7	-47.5	+ 6.9	- 1.8	+ 5.0	-23.4	+ 3.5

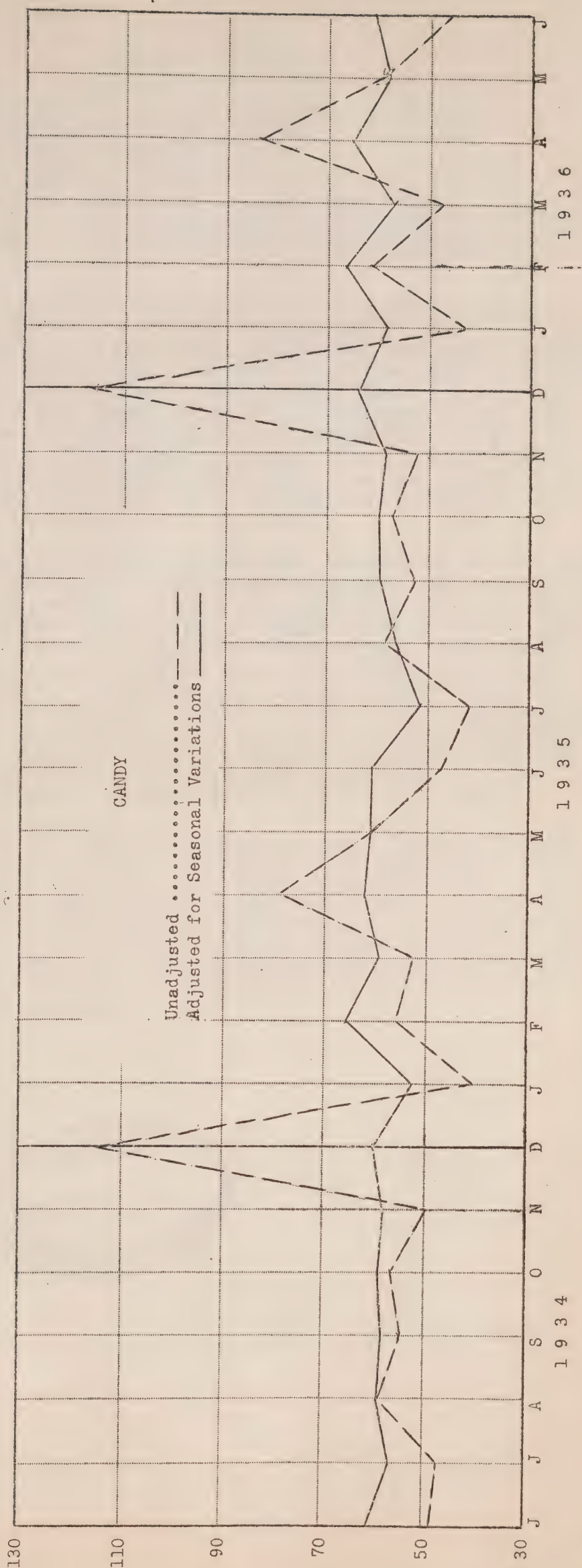
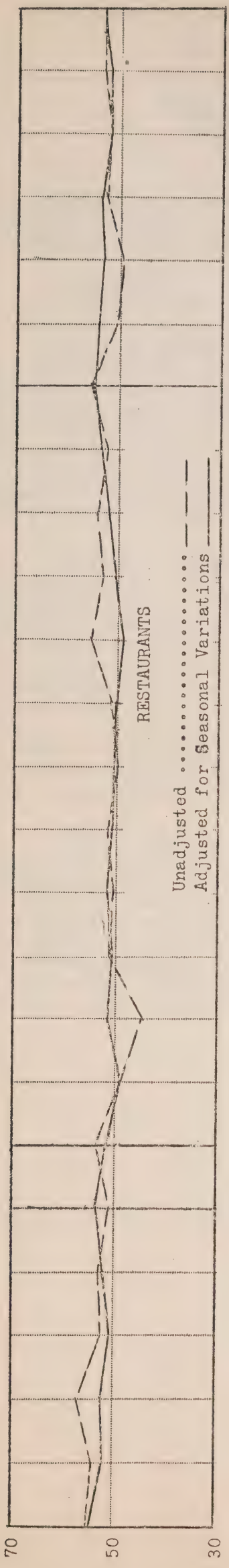


1936

1935

1934

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)





DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA.

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.

CHANGES IN THE VALUE OF RETAIL SALES, JULY, 1936

Retail sales data for July, while reflecting the usual seasonal decline from the three preceding months, indicate that the underlying trend of consumer purchasing continues upward. The general index for July (base average monthly sales 1930 = 100) stood at 68.3, an increase of 6.1 per cent over the figure for the corresponding month in 1935 and 9.6 per cent higher than July, 1934. When corrections are made both for variations in number of business days in the different months and also for normal seasonal variations, the index for July stands at 72.5 as compared with 74.2 for June, 72.9 for May, and 70.8 for April of this year.

Different kinds of business showed wide variations in the degree of improvement over 1935. Music and radio store sales were up 29.5 per cent as compared with July, 1935; hardware store sales were up 17.5 per cent as compared with last year and were even slightly higher than in June, 1930; furniture store sales were 13.2 per cent higher than a year ago. Other kinds of business reporting increased trade over July, 1935, together with these percentage increases are: candy stores, 13.1 per cent; women's clothing stores, 8.8 per cent; variety stores, 7.2 per cent; grocery and meat stores, 7.1 per cent; restaurants, 6.8 per cent; dyers and cleaners, 5.6 per cent; drug stores, 5.0 per cent; and department stores, 4.0 per cent. Boot and shoe store sales were 0.9 per cent lower than in July, 1935, and men's clothing stores showed a greater decline of 7.2 per cent.

These statistics are calculated from returns furnished by 37 large departmental firms and 169 chains comprising more than 3,300 stores. The average for 1930 has been taken as 100. Three series of index numbers for each kind of business are shown in the tables following. The first series is unadjusted. The second series is computed on an average daily basis and makes allowance not only for the varying number of business days in the different months but also for the varying sales importance of the days of the week. The third series is corrected for number of business days and also for seasonal variations.

/9/36.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Boots and Shoes (16 Chains)			Candy (6 Chains)			Men's Clothing (15 Chains)			Women's Clothing (12 Chains)			Departmental (37 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
July	68.6	71.1	69.7	46.8	47.9	56.4	52.1	53.8	63.3	55.5	57.2	61.5	54.2	55.6	69.5
August	58.2	56.4	68.0	58.6	57.6	58.7	45.5	43.6	62.3	52.3	50.1	65.9	59.0	56.1	70.1
September	71.5	71.5	73.7	54.2	54.0	58.0	56.1	56.1	61.0	57.7	57.6	64.0	72.2	75.7	72.8
October	68.1	66.6	68.6	56.4	56.0	58.9	85.2	83.2	67.1	60.5	59.1	61.5	83.9	80.4	69.9
November	70.5	70.2	65.0	49.2	49.8	57.9	86.0	85.0	68.0	60.6	59.8	64.3	83.1	81.7	71.7
December	121.5	117.0	82.9	115.4	112.0	60.2	94.7	92.9	72.6	122.2	119.8	64.7	114.3	115.5	76.0
1935															
January	43.9	43.9	66.5	39.8	39.4	52.5	44.8	44.6	67.6	38.3	38.1	55.3	54.1	53.4	66.7
February	36.4	38.7	60.4	55.6	60.3	65.5	39.6	42.1	67.8	39.4	41.8	61.5	54.4	57.9	69.0
March	61.2	57.6	77.9	52.2	50.3	59.2	53.2	50.1	64.2	51.6	48.5	63.9	61.4	59.7	67.1
April	83.1	86.1	73.0	78.9	80.8	62.2	84.9	89.1	65.0	70.6	74.0	59.7	72.6	74.9	72.7
May	80.9	80.9	69.2	60.8	59.7	61.0	71.4	71.1	60.8	61.0	60.7	55.2	70.5	69.6	68.2
June	109.8	106.5	80.1	47.1	46.9	61.0	75.3	73.6	63.5	69.5	67.8	56.5	72.1	72.8	75.1
July	70.0	70.6	69.2	44.0	43.8	51.5	57.7	57.7	67.9	56.3	56.3	60.5	55.4	54.9	68.6
August	62.6	57.2	68.9	59.2	55.4	56.6	50.3	46.0	65.6	50.5	46.1	60.6	60.4	56.6	70.8
September	68.7	73.0	75.3	52.6	55.4	59.6	59.5	63.3	68.8	52.1	55.3	61.5	71.6	76.3	73.4
October	70.7	69.1	71.2	57.4	56.8	59.8	88.0	85.4	68.9	62.1	60.1	62.6	87.6	83.6	72.7
November	79.6	74.9	69.4	52.3	50.4	58.6	94.1	88.6	70.9	62.9	59.1	63.5	88.5	86.0	75.5
December	117.2	121.0	85.8	116.8	119.7	64.3	100.4	104.5	81.6	121.7	126.6	68.4	116.5	119.6	78.7
1936															
January	40.8	40.7	61.7	44.7	43.9	58.6	47.1	46.6	70.6	39.8	39.3	57.0	53.6	52.7	65.9
February	41.4	40.2	62.8	61.6	61.5	66.8	41.8	40.9	65.9	41.6	40.6	59.7	57.8	58.4	69.5
March	61.4	61.7	79.1	47.5	48.7	57.2	55.8	56.3	67.0	47.9	48.3	60.3	62.5	61.9	72.0
April	81.5	84.1	73.8	83.8	85.2	65.5	81.3	84.3	64.3	73.5	76.1	63.4	72.1	74.0	69.8
May	97.6	98.4	84.1	59.1	57.0	58.2	80.3	77.3	66.0	69.3	66.6	60.5	74.7	75.2	73.8
June	107.0	107.5	80.8	45.8	47.0	61.0	72.6	73.2	63.1	70.3	70.8	59.0	73.4	72.7	75.0
July	69.4	69.2	67.8	49.8	48.9	57.5	53.5	52.9	62.3	61.3	60.5	65.1	57.6	56.6	70.8

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Drugs (23 Chains)			Dyers and Cleaners (8 Chains)			Furniture (7 Chains)			Groceries and Meats (34 Chains)			Hardware (16 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
July	68.9	69.3	71.5	72.4	74.1	75.6	51.2	52.6	65.7	67.9	70.4	71.8	77.1	78.9	76.6
August	70.4	68.7	70.1	78.1	74.0	77.1	72.5	69.4	68.1	69.9	67.2	73.1	77.9	73.8	72.4
September	69.8	70.4	71.9	79.6	84.8	70.1	78.0	81.1	66.5	69.7	68.6	68.6	87.5	93.2	76.5
October	71.8	70.8	71.5	85.0	80.4	72.5	79.8	76.4	64.7	75.3	74.4	74.4	92.6	87.7	78.3
November	71.5	72.2	72.2	69.7	68.5	76.1	72.3	71.7	69.6	71.7	70.8	71.6	69.4	68.2	72.6
December	85.4	84.0	73.6	59.1	60.4	78.5	79.4	79.6	71.0	75.3	73.0	68.2	79.9	81.7	80.1
1935															
January	72.1	70.6	73.6	51.7	50.8	71.6	44.8	44.4	66.3	71.7	71.7	73.9	52.4	51.5	80.5
February	68.9	74.7	73.9	44.7	47.6	68.1	55.6	59.2	71.3	67.6	71.8	73.2	49.8	53.0	78.0
March	76.8	74.8	74.1	64.1	63.0	70.0	63.7	61.7	68.6	75.2	70.0	72.9	62.3	61.2	79.5
April	71.7	73.0	73.8	96.3	98.4	70.3	74.8	76.8	71.8	73.9	78.1	73.0	80.6	82.4	78.5
May	72.0	70.4	73.3	93.7	92.1	73.7	77.4	76.7	66.1	74.8	74.7	70.5	102.4	100.8	74.1
June	70.7	71.3	70.6	90.0	92.0	82.9	70.8	71.0	71.0	71.4	68.9	68.9	87.2	89.2	77.6
July	71.4	70.4	72.5	77.6	76.3	77.9	59.2	58.6	73.3	69.9	70.4	71.8	82.9	83.5	81.1
August	74.1	70.8	72.2	76.5	72.4	75.4	78.6	73.7	72.2	71.5	64.6	70.2	84.1	81.6	80.0
September	69.8	72.6	74.1	83.2	88.6	73.2	85.0	90.5	74.2	69.6	73.9	73.9	90.7	99.1	81.2
October	74.4	72.9	73.6	88.1	83.4	75.1	93.6	89.7	76.0	77.3	75.4	75.4	95.5	92.6	82.7
November	76.8	75.7	75.7	71.1	69.9	77.6	84.7	81.7	79.4	75.4	70.1	70.8	81.4	82.1	87.3
December	87.9	88.4	77.5	56.6	57.8	75.1	85.8	88.5	79.0	80.3	83.9	78.4	77.9	81.7	80.1
1936															
January	72.6	70.9	73.8	51.9	51.0	71.8	48.1	47.7	71.1	75.2	74.2	76.5	54.5	54.9	85.8
February	73.7	75.3	74.6	48.8	49.9	71.3	59.6	59.8	72.0	74.2	71.6	73.1	51.9	54.4	80.0
March	73.8	74.2	73.5	68.4	67.2	70.7	63.0	62.4	69.3	74.8	76.0	78.3	69.0	69.6	90.4
April	74.3	75.2	75.9	112.0	114.5	84.8	76.3	78.3	73.2	73.8	76.7	72.4	86.5	90.7	86.4
May	74.0	72.0	75.0	105.6	107.9	86.3	87.9	88.2	76.0	79.3	75.1	70.9	115.3	120.9	88.9
June	72.2	73.6	72.9	90.9	89.3	80.5	78.8	78.1	78.1	74.1	75.2	75.2	109.7	110.5	96.1
July	74.9	73.1	75.4	82.8	81.3	83.0	67.0	66.4	83.0	74.8	73.3	74.8	97.4	98.1	95.3

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (9 Chains)			General Index (206 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C
1934												
July	24.7	25.3	38.9	54.1	53.8	52.2	79.2	81.9	81.9	60.5	62.2	69.1
August	33.8	32.1	42.2	57.3	56.0	52.9	77.7	75.5	82.1	63.4	60.8	69.9
September	52.8	56.5	41.2	52.6	53.5	50.9	79.9	79.7	82.2	69.7	71.2	69.8
October	57.5	54.6	41.4	53.2	52.2	52.2	86.3	84.4	80.4	77.7	75.5	70.5
November	59.6	58.8	41.7	51.2	51.8	53.9	83.9	83.7	82.9	74.9	74.1	69.9
December	67.4	69.2	43.8	53.7	52.9	51.8	159.6	155.1	83.8	96.1	95.4	71.7
1935												
January	37.2	36.7	44.2	49.0	48.1	51.7	53.2	53.3	79.5	57.8	57.3	68.3
February	36.1	38.6	44.4	44.9	48.7	50.8	57.7	61.5	83.1	60.2	60.2	69.2
March	39.7	39.2	47.8	51.4	50.5	52.0	67.5	63.7	80.6	64.9	62.0	69.6
April	35.5	36.4	45.0	50.7	51.4	50.9	77.9	80.9	87.0	73.0	75.8	69.6
May	43.0	42.4	48.8	51.9	50.8	50.8	79.5	79.7	76.6	72.3	71.7	68.3
June	30.1	30.9	43.5	49.8	50.7	50.2	88.6	86.1	83.6	72.0	71.5	70.8
July	26.6	26.2	40.4	51.2	50.2	48.8	82.8	83.3	83.3	62.5	62.3	69.3
August	35.2	33.4	44.0	55.4	53.6	50.6	83.7	76.6	83.3	65.3	60.6	69.6
September	52.3	55.9	40.8	53.0	54.5	51.9	77.9	83.0	85.5	69.6	74.0	72.5
October	66.6	63.3	48.0	54.3	53.3	53.3	90.4	88.1	83.9	80.9	78.1	73.0
November	66.0	65.1	46.2	52.5	52.6	54.7	91.3	86.1	91.7	80.1	76.9	72.5
December	67.7	69.5	44.0	55.7	55.4	54.3	164.0	169.7	91.7	98.9	102.1	76.8
1936												
January	43.2	42.6	51.4	50.4	49.3	53.0	53.4	53.3	79.6	59.1	58.3	69.4
February	40.4	41.5	47.7	49.0	50.8	53.0	60.8	59.1	79.8	60.8	60.4	69.4
March	36.6	36.2	44.1	52.7	52.4	54.0	65.1	65.5	81.8	65.2	65.4	71.8
April	36.9	37.8	46.7	51.7	52.4	51.9	80.4	83.2	90.5	73.4	75.7	70.8
May	50.1	51.5	59.1	53.2	52.2	52.2	91.2	88.3	84.9	77.8	76.6	72.9
June	35.7	35.2	49.6	52.3	53.0	52.3	93.1	93.6	90.9	74.7	75.0	74.2
July	34.4	34.0	52.3	54.6	53.4	54.6	88.8	88.7	88.7	66.3	65.2	72.5

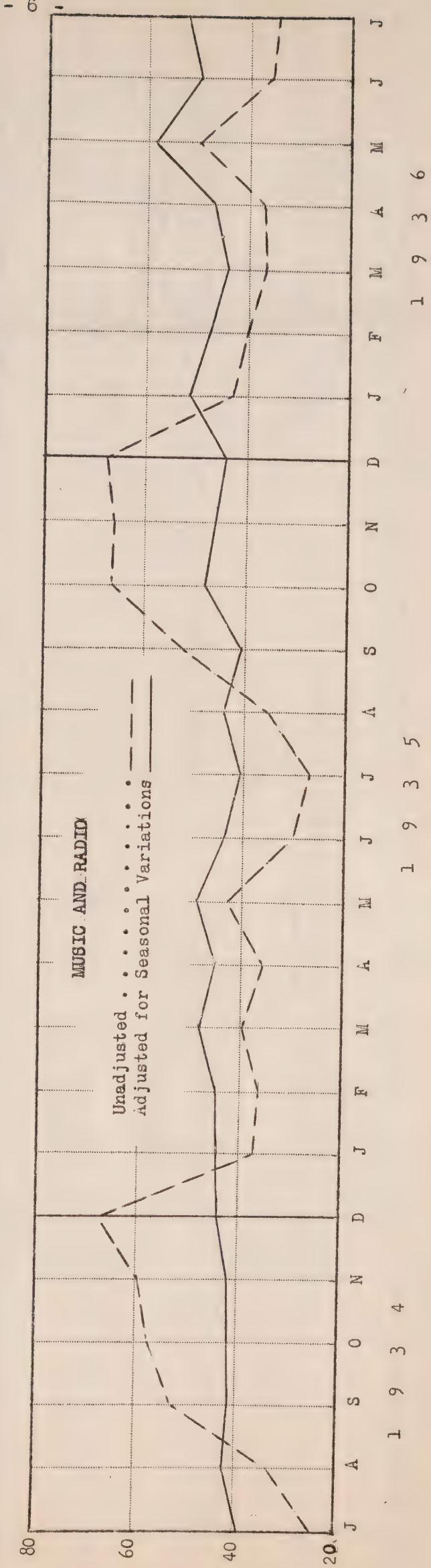
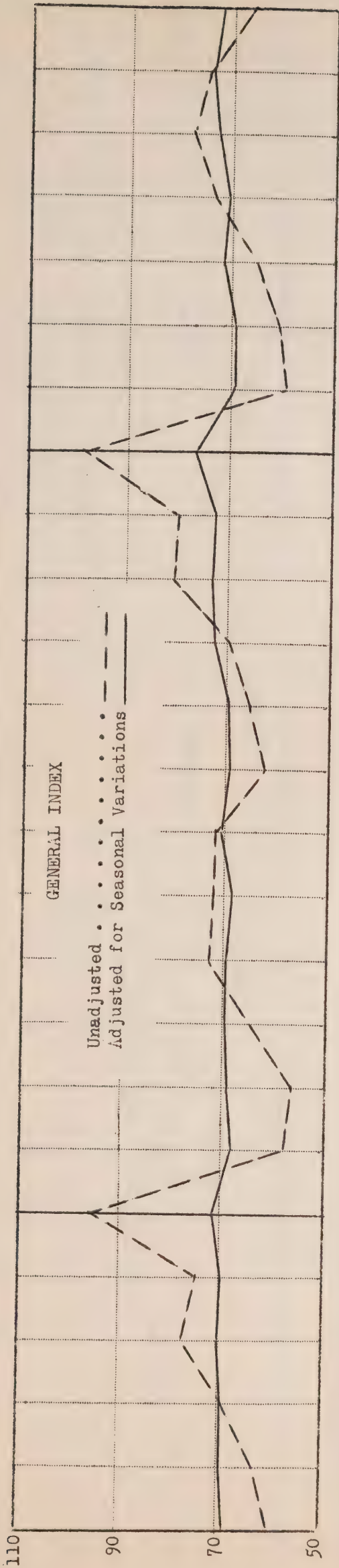
D. Percentage change from corresponding month in 1930.
E. Percentage change from corresponding month in preceding year.

Year and Month	Boots and Shoes		Candy		Men's Clothing		Women's Clothing		Departmental		Drugs		Dyers and Cleaners	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
1934														
May	-23.8	+18.8	-43.5	+0.2	-39.8	+11.6	-42.2	+6.0	-29.8	+5.1	-31.0	+6.0	-31.4	+9.5
June	-7.8	+14.6	-36.5	+9.8	-32.2	+2.4	-35.4	+2.7	-26.7	+1.7	-25.8	+3.3	-20.1	+12.2
July	-29.2	+1.6	-46.1	-6.4	-39.7	+9.2	-42.7	+4.4	-34.8	+2.7	-30.3	+1.4	-22.6	+18.9
1935														
May	-33.1	-12.1	-42.6	+1.4	-43.6	-6.2	-48.6	-11.2	-32.8	-4.2	-29.3	+2.5	-31.6	-0.4
June	-6.4	+0.5	-3.8	-2.8	-30.9	+1.9	-39.9	-7.0	-24.4	+3.1	-27.8	-2.8	-13.8	+7.9
July	-27.7	+2.1	-49.2	-5.8	-33.3	+10.6	-41.8	+1.6	-33.3	+2.2	-27.9	+3.5	-17.1	+7.2
1936														
May	-19.3	+20.7	-44.3	-2.8	-36.5	+12.5	-41.6	+13.6	-28.7	+6.0	-27.4	+2.7	-22.9	+12.8
June	-9.7	-2.6	-39.9	-2.6	-33.4	-3.6	-39.2	+1.2	-23.0	+1.8	-26.2	+2.2	-12.9	+1.0
July	-28.4	-0.9	-42.6	+13.1	-38.1	-7.2	-36.7	8.8	-30.7	+4.0	-24.3	+5.0	-11.6	+6.6

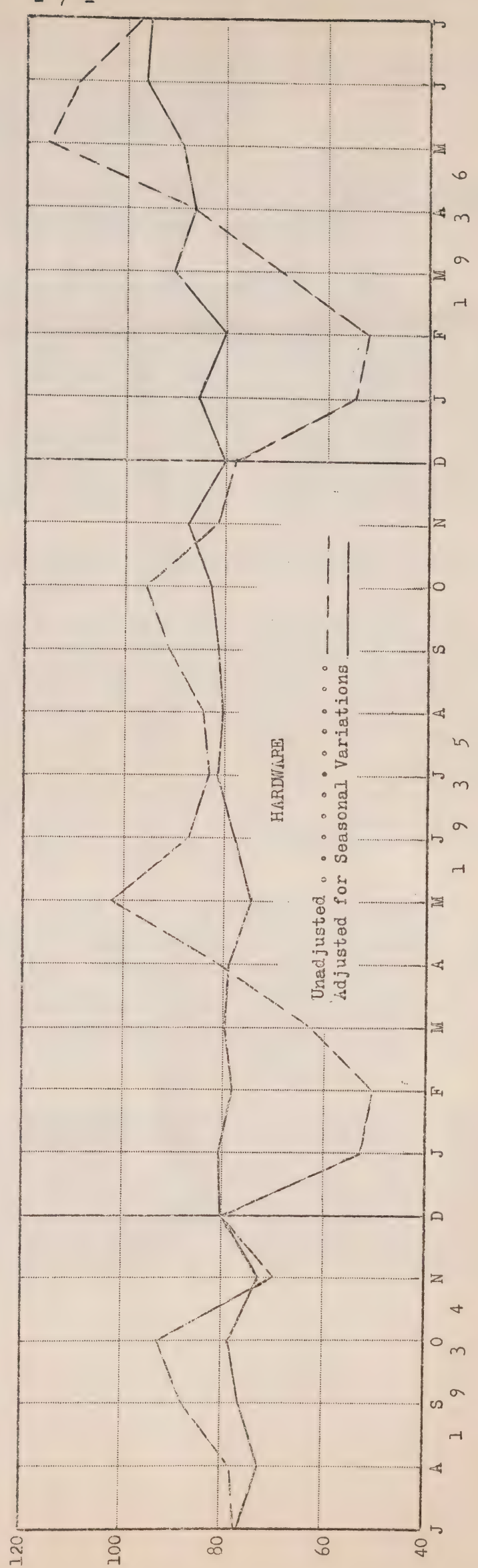
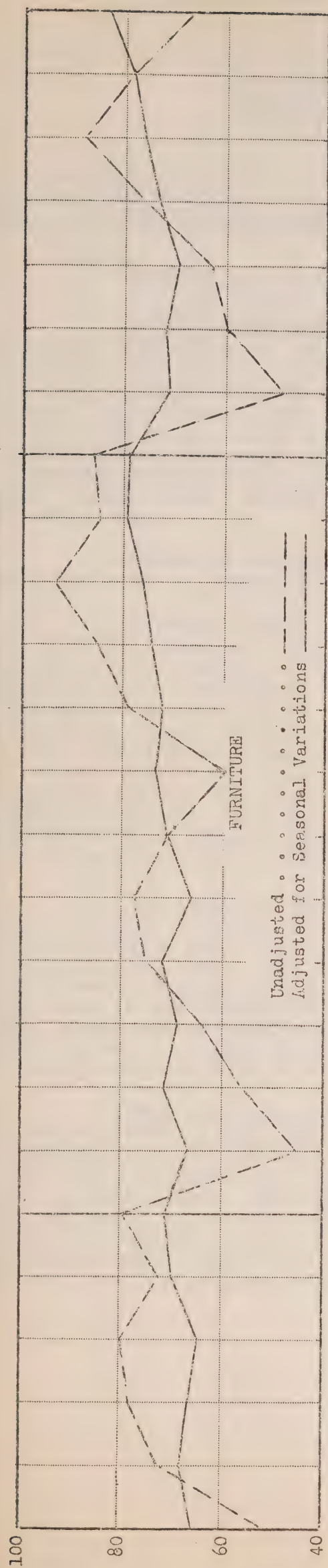
Year and Month	Furniture		Groceries and Meats		Hardware		Music and Radio		Restaurants		Variety		General Index	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
1934														
May	-33.9	+17.1	-30.0	+1.4	-16.1	+20.4	-54.9	+21.2	-45.6	+0.1	-12.4	+22.1	-31.0	+6.1
June	-17.5	+24.1	-20.8	+1.9	-18.7	+10.8	-53.8	+22.0	-45.5	-0.7	-5.0	+9.5	-25.5	+4.9
July	-26.1	+25.0	-29.7	-1.5	-19.4	+20.3	-56.5	+9.7	-48.7	-4.0	-17.4	+4.1	-33.0	+2.5
1935														
May	-31.7	+3.3	-31.9	-2.7	-17.2	-1.2	-47.7	+16.0	-50.2	-8.5	-24.6	-13.9	-33.7	-4.0
June	-24.2	+4.5	-24.3	-4.6	-17.0	+2.1	-52.0	+4.1	-50.9	-9.9	-6.5	-1.6	-26.0	-0.7
July	-14.7	+15.5	-27.7	+2.8	-13.4	+7.4	-53.1	+7.8	-51.5	-5.5	-13.6	+4.6	-30.8	+3.2
1936														
May	-22.4	+13.7	-27.7	+6.1	-6.7	+12.6	-39.1	+16.6	-49.0	+2.5	-13.5	+14.7	-28.7	+7.6
June	-15.6	+11.3	-21.5	+3.8	+4.4	+25.8	-43.0	+18.5	-48.4	+5.0	-1.8	+5.0	-23.3	+3.7
July	-3.4	+13.2	-22.6	+7.1	+1.8	+17.5	-39.3	+29.5	-48.2	+6.8	-7.4	+7.2	-26.6	+6.1

N.B. These percentage changes are based upon actual monthly sales figures. No allowances have been made for differences in the number of working days or for seasonal variations.

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)





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CHANGES IN THE VALUE OF RETAIL SALES, AUGUST, 1936

Retail sales in Canada revealed a strong upward tendency during August, according to index numbers issued by the Dominion Bureau of Statistics. The general index, adjusted for number of business days and for normal seasonal variations, was 75.1 for August (base average monthly sales in 1930 = 100). This figure is the high point for the year to date, and, with the single exception of December, 1935, it is the highest recorded by the Bureau for any month since February, 1932. Comparable data for the corresponding month of previous years follow: August, 1935 - 69.6; August, 1934 - 69.9; August, 1933 - 68.2; August, 1932 - 69.6, and August, 1931 - 85.0.

Without allowance for seasonal variations, August sales were up 3.5 per cent as compared with August, 1935.

Different kinds of business showed wide fluctuations with gains over last year as high as 24.1 per cent after seasonal adjustment. This increase was shown for hardware sales, while next in order of increase was furniture stores with a jump of 12.9 per cent. Departmental stores showed an improvement over August, 1935, of 8.3 per cent. Sales of groceries and meats increased by 8.1 per cent. Variety stores, women's clothing stores and restaurants reported gains of 7.6 per cent, 5.1 per cent and 4.0 per cent respectively, while drug sales were credited with an increase of 1.2 per cent. Lower sales as compared with this time last year were shown for boot and shoe stores, men's clothing stores, and music and radio stores. The volume of sales of dyeing and cleaning establishments shows no change as compared with August, 1935.

This bulletin shows, on page 5, a supplementary table for firms wishing to compare the value of sales in any one month, first, with the corresponding month of 1930 and, second, with the corresponding month of the preceding year. The percentage changes are based upon the actual value of sales during each month and no corrections have been made for differences in the number of business days and for normal seasonal variations. A comparison with the corresponding month of 1930 for each subgroup is given in Column D of this table, while a comparison with the corresponding month in the preceding year is shown in Column E.

These statistics are calculated from returns furnished by 37 large departmental firms and 169 chains comprising more than 3,300 stores. The average for 1930 has been taken as 100. Three series of index numbers for each kind of business are shown in the tables following. The first series is unadjusted. The second series is computed on an average daily basis and makes allowance not only for the varying number of business days in the different months but also for the varying sales importance of the days of the week. The third series is corrected for number of business days and also for seasonal variations.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Boots and Shoes (16 Chains)			Candy (6 Chains)			Men's Clothing (15 Chains)			Women's Clothing (12 Chains)			Departmental (37 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
August	58.2	56.4	68.0	58.6	57.6	58.7	45.5	43.6	62.3	52.3	50.1	65.9	59.0	56.1	70.1
September	71.5	71.5	73.7	54.2	54.0	58.0	56.1	56.1	61.0	57.7	57.6	64.0	72.2	75.7	72.8
October	68.1	66.6	68.6	56.4	56.0	58.9	85.2	83.2	67.1	60.5	59.1	61.5	83.9	80.4	69.9
November	70.5	70.2	65.0	49.2	49.8	57.9	86.0	85.0	68.0	60.6	59.8	64.3	83.1	81.7	71.7
December	121.5	117.0	82.9	115.4	112.0	60.2	94.7	92.9	72.6	122.2	119.8	64.7	114.3	115.5	76.0
1935															
January	43.9	43.9	66.5	39.8	39.4	52.5	44.8	44.6	67.6	38.3	38.1	55.3	54.1	53.4	66.7
February	36.4	38.7	60.4	55.6	60.3	65.5	39.6	42.1	67.8	39.4	41.8	61.5	54.4	57.9	69.0
March	61.2	57.6	77.9	52.2	50.3	59.2	53.2	50.1	64.2	51.6	48.5	63.9	61.4	59.7	67.1
April	83.1	86.1	73.0	78.9	80.8	62.2	84.9	89.1	65.0	70.6	74.0	59.7	72.6	74.9	72.7
May	80.9	80.9	69.2	60.8	59.7	61.0	71.4	71.1	60.8	61.0	60.7	55.2	70.5	69.6	68.2
June	109.8	106.5	80.1	47.1	46.9	61.0	75.3	73.6	63.5	60.5	67.8	56.5	72.1	72.8	75.1
July	70.0	70.6	69.2	44.0	43.8	51.5	57.7	57.7	67.9	56.3	56.3	60.5	55.4	54.9	68.6
August	62.6	57.2	68.9	59.2	55.4	56.6	50.3	46.0	65.6	50.5	46.1	60.6	60.4	56.6	70.8
September	68.7	73.0	75.3	52.6	55.4	59.6	59.5	63.3	68.8	52.1	55.3	61.5	71.6	76.3	73.4
October	70.7	69.1	71.2	57.4	56.8	59.8	88.0	85.4	68.9	62.1	60.1	62.6	87.6	83.6	72.7
November	79.6	74.9	69.4	52.3	50.4	58.6	94.1	88.6	70.9	62.9	59.1	63.5	88.5	86.0	75.5
December	117.2	121.0	85.8	116.8	119.7	64.3	100.4	104.5	81.6	121.7	126.6	68.4	116.5	119.6	78.7
1936															
January	40.8	40.7	61.7	44.7	43.9	58.6	47.1	46.6	70.6	39.8	39.3	57.0	53.6	52.7	65.9
February	41.4	40.2	62.8	61.6	61.5	66.8	41.8	40.9	65.9	41.6	40.6	59.7	57.8	58.4	69.5
March	61.4	61.7	79.1	47.5	48.7	57.2	55.8	56.3	67.0	47.9	48.3	60.3	62.5	61.9	72.0
April	81.5	84.1	73.8	83.8	85.2	65.5	81.3	84.3	64.3	73.5	76.1	63.4	72.1	74.0	69.8
May	97.6	98.4	84.1	59.1	57.0	58.2	80.3	77.3	66.0	68.8	66.1	60.1	74.7	75.2	73.8
June	107.0	107.5	80.8	45.8	47.0	61.0	72.6	73.2	63.1	70.2	70.7	58.9	73.4	72.7	75.0
July	69.5	69.3	67.9	49.9	49.1	57.7	53.5	52.8	62.2	61.7	60.9	65.5	57.7	56.8	71.0
August	60.0	56.5	68.1	58.8	57.1	58.3	47.6	45.5	65.0	50.7	48.4	63.7	62.8	61.3	76.7

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Drugs (23 Chains)			Dyers and Cleaners (8 Chains)			Furniture (7 Chains)			Groceries and Meats (34 Chains)			Hardware (16 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
August	70.4	68.7	70.1	78.1	74.0	77.1	72.5	69.4	68.1	69.9	67.2	73.1	77.9	73.8	72.4
September	69.8	70.4	71.9	79.6	84.8	70.1	78.0	81.1	66.5	69.7	68.6	68.6	87.5	93.2	76.5
October	71.8	70.8	71.5	85.0	80.4	72.5	79.8	76.4	64.7	75.3	74.4	74.4	92.6	87.7	78.3
November	71.5	72.2	72.2	69.7	68.5	76.1	72.3	71.7	69.6	71.7	70.8	71.6	69.4	68.2	72.6
December	85.4	84.0	73.6	59.1	60.4	78.5	79.4	79.6	71.0	75.3	73.0	68.2	79.9	81.7	80.1
1935															
January	72.1	70.6	73.6	51.7	50.8	71.6	44.8	44.4	66.3	71.7	71.7	73.9	52.4	51.5	80.5
February	68.9	74.7	73.9	44.7	47.6	68.1	55.6	59.2	71.3	67.6	71.8	73.2	49.8	53.0	78.0
March	76.8	74.8	74.1	64.1	63.0	70.0	63.7	61.7	68.6	75.2	70.0	72.9	62.3	61.2	79.5
April	71.7	73.0	73.8	96.3	98.4	70.3	74.8	76.8	71.8	73.9	78.1	73.0	80.6	82.4	78.5
May	72.0	70.4	73.3	93.7	92.1	73.7	77.4	76.7	66.1	74.8	74.7	70.5	102.4	100.8	74.1
June	70.7	71.3	70.6	90.0	92.0	82.9	70.8	71.0	71.0	71.4	68.9	68.9	87.2	89.2	77.6
July	71.4	70.4	72.5	77.6	76.3	77.9	59.2	58.6	73.3	69.9	70.4	71.8	82.9	83.5	81.1
August	74.1	70.8	72.2	76.5	72.4	75.4	78.6	73.7	72.2	71.5	64.6	70.2	84.1	81.6	80.0
September	69.8	72.6	74.1	83.2	88.6	73.2	85.0	90.5	74.2	69.6	73.9	73.9	90.7	99.1	81.2
October	74.4	72.9	73.6	88.1	83.4	75.1	93.6	89.7	76.0	77.3	75.4	75.4	95.5	92.6	82.7
November	76.8	75.7	75.7	71.1	69.9	77.6	84.7	81.7	79.4	75.4	70.1	70.8	81.4	82.1	87.3
December	87.9	88.4	77.5	56.6	57.8	75.1	85.8	88.5	79.0	80.3	83.9	78.4	77.9	81.7	80.1
1936															
January	72.6	70.9	73.8	51.9	51.0	71.8	48.1	47.7	71.1	75.2	74.2	76.5	54.5	54.9	85.8
February	73.7	75.3	74.6	48.8	49.9	71.3	59.6	59.8	72.0	74.2	71.6	73.1	51.9	54.4	80.0
March	73.8	74.2	73.5	68.4	67.2	70.7	63.0	62.4	69.3	74.8	76.0	78.3	69.0	69.6	90.4
April	74.3	75.2	75.9	112.0	114.5	84.8	76.3	78.3	73.2	73.8	76.7	72.4	86.5	90.7	86.4
May	74.1	72.1	75.1	105.6	107.9	86.3	87.9	88.2	76.0	79.3	75.1	70.9	115.3	120.9	88.9
June	72.5	73.8	73.1	90.9	89.3	80.5	78.8	78.1	78.1	74.1	75.2	75.2	109.7	110.5	96.1
July	75.1	73.3	75.6	82.8	81.3	83.0	67.0	66.4	83.0	74.1	72.9	74.4	97.4	98.1	95.3
August	73.0	71.7	73.1	73.7	72.4	75.4	82.9	83.2	81.5	74.0	69.8	75.9	100.5	101.2	99.3

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

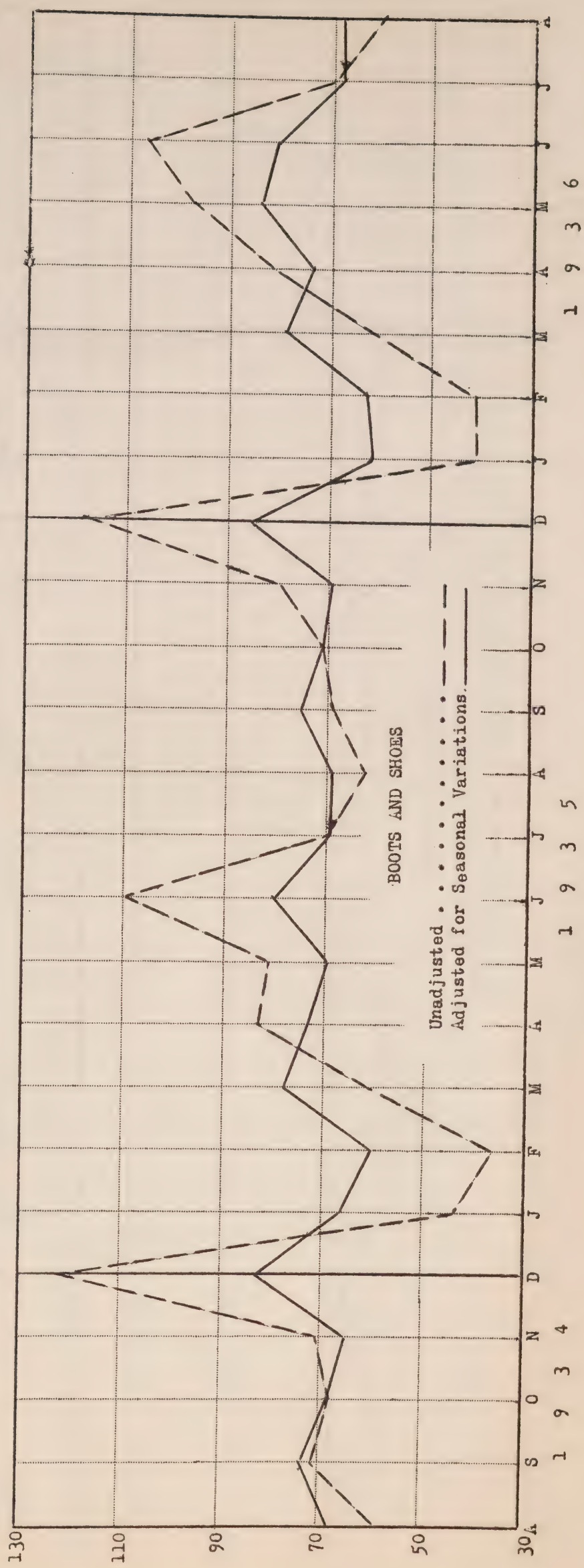
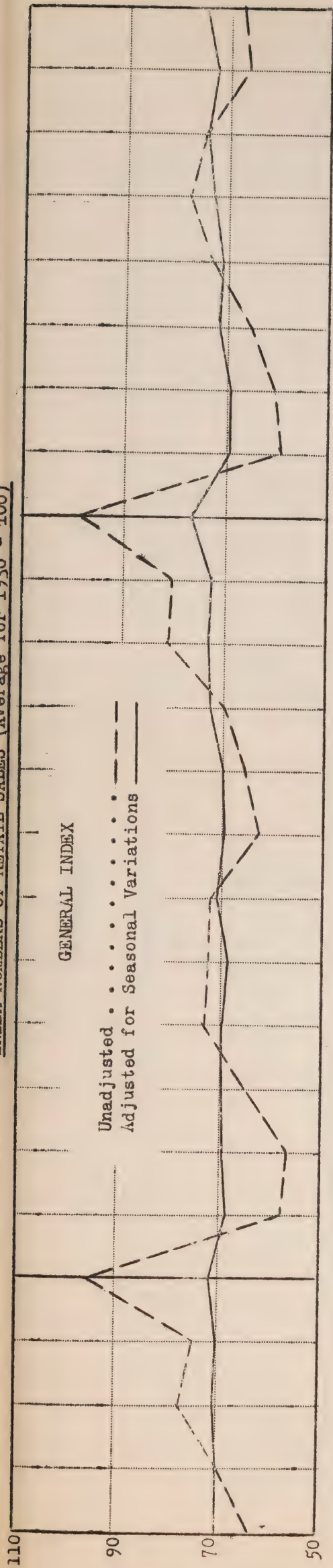
Year and Month	Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (9 Chains)			General Index (206 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C
1934												
August	33.8	32.1	42.2	57.3	56.0	52.9	77.7	75.5	82.1	63.4	60.8	69.9
September	52.8	56.5	41.2	52.6	53.5	50.9	79.9	79.7	82.2	69.7	71.2	69.8
October	57.5	54.6	41.4	53.2	52.2	52.2	86.3	84.4	80.4	77.7	75.5	70.5
November	59.6	58.8	41.7	51.2	51.8	53.9	83.9	83.7	82.9	74.9	74.1	69.9
December	67.4	69.2	43.8	53.7	52.9	51.8	159.6	155.1	83.8	96.1	95.4	71.7
1935												
January	37.2	36.7	44.2	49.0	48.1	51.7	53.2	53.3	79.5	57.8	57.3	68.3
February	36.1	38.6	44.4	44.9	48.7	50.8	57.7	61.5	83.1	56.4	60.2	69.2
March	39.7	39.2	47.8	51.4	50.5	52.0	67.5	63.7	80.6	64.9	62.0	69.6
April	35.5	36.4	45.0	50.7	51.4	50.9	77.9	80.9	87.0	73.0	75.8	69.6
May	43.0	42.4	48.8	51.9	50.8	50.8	79.5	79.7	76.6	72.3	71.7	68.3
June	30.1	30.9	43.5	49.8	50.7	50.2	88.6	86.1	83.6	72.0	71.5	70.8
July	26.6	26.2	40.4	51.2	50.2	48.8	82.8	83.3	83.3	62.5	62.3	69.3
August	35.2	33.4	44.0	55.4	53.6	50.6	83.7	76.6	83.3	65.3	60.6	69.6
September	52.3	55.9	40.8	53.0	54.5	51.9	77.9	83.0	85.5	69.6	74.0	72.5
October	66.6	63.3	48.0	54.3	53.3	53.3	90.4	88.1	83.9	80.9	78.1	73.0
November	66.0	65.1	46.2	52.5	52.6	54.7	91.3	86.1	85.2	80.1	76.9	72.5
December	67.7	69.5	44.0	55.7	55.4	54.3	164.0	169.7	91.7	98.9	102.1	76.8
1936												
January	43.2	42.6	51.4	50.4	49.3	53.0	53.4	53.3	79.6	59.1	58.3	69.4
February	40.4	41.5	47.7	49.0	50.8	53.0	60.8	59.1	79.8	60.8	60.4	69.4
March	36.6	36.2	44.1	52.7	52.4	54.0	65.1	65.5	81.8	65.2	65.4	71.8
April	36.9	37.8	46.7	51.7	52.4	51.9	80.4	83.2	90.5	73.4	75.7	70.8
May	50.1	51.5	59.1	53.3	52.3	52.3	91.2	88.3	84.9	77.8	76.6	72.9
June	34.9	34.5	48.5	52.4	53.1	52.6	93.1	93.6	90.9	74.7	75.0	74.2
July	34.1	33.6	51.7	55.8	54.6	53.0	88.8	88.7	88.7	66.2	65.3	72.5
August	31.7	31.2	41.1	56.6	55.8	52.6	87.1	82.4	89.6	67.6	65.3	75.1

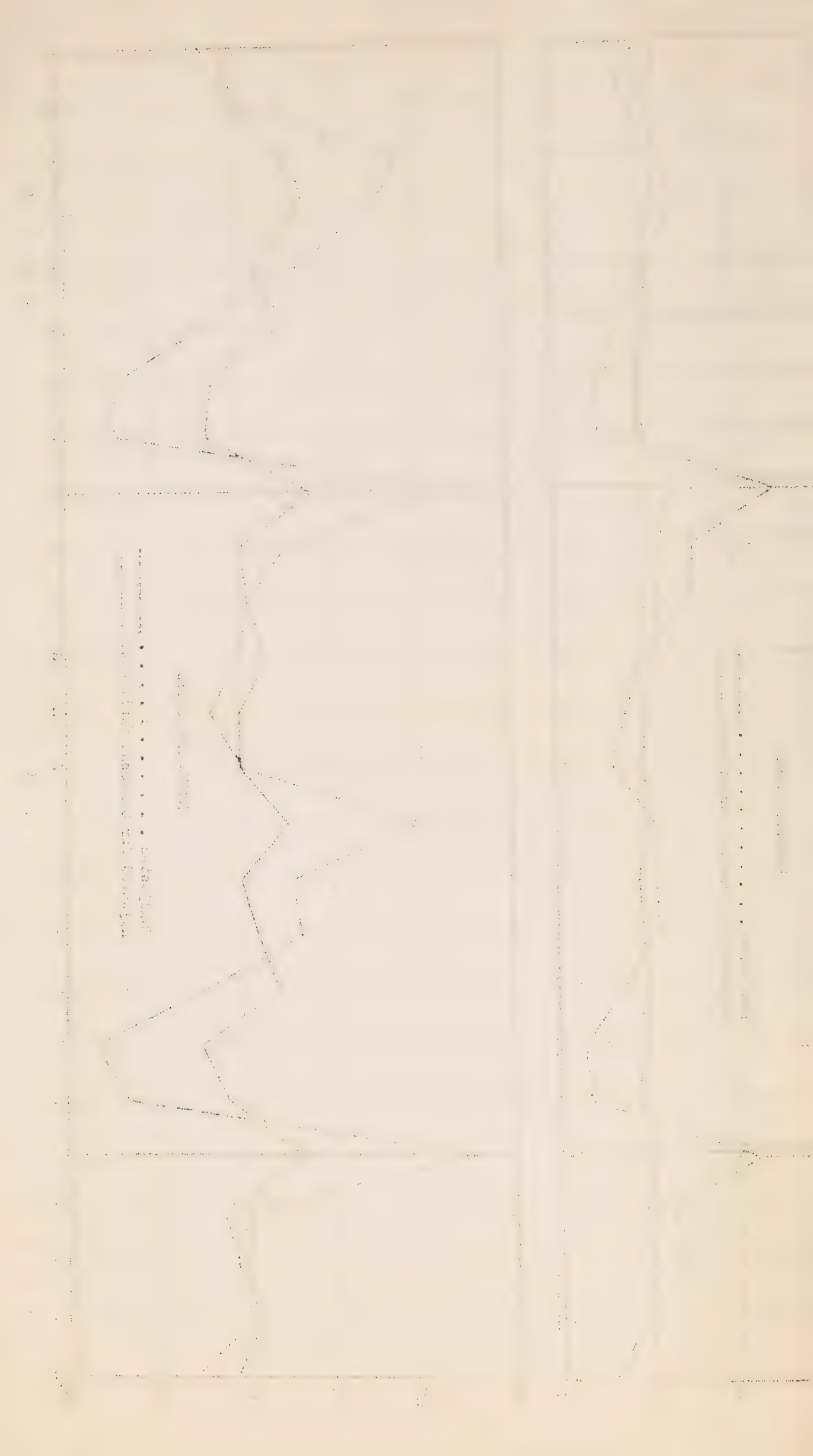
D. Percentage change from corresponding month in 1930.
E. Percentage change from corresponding month in preceding year.

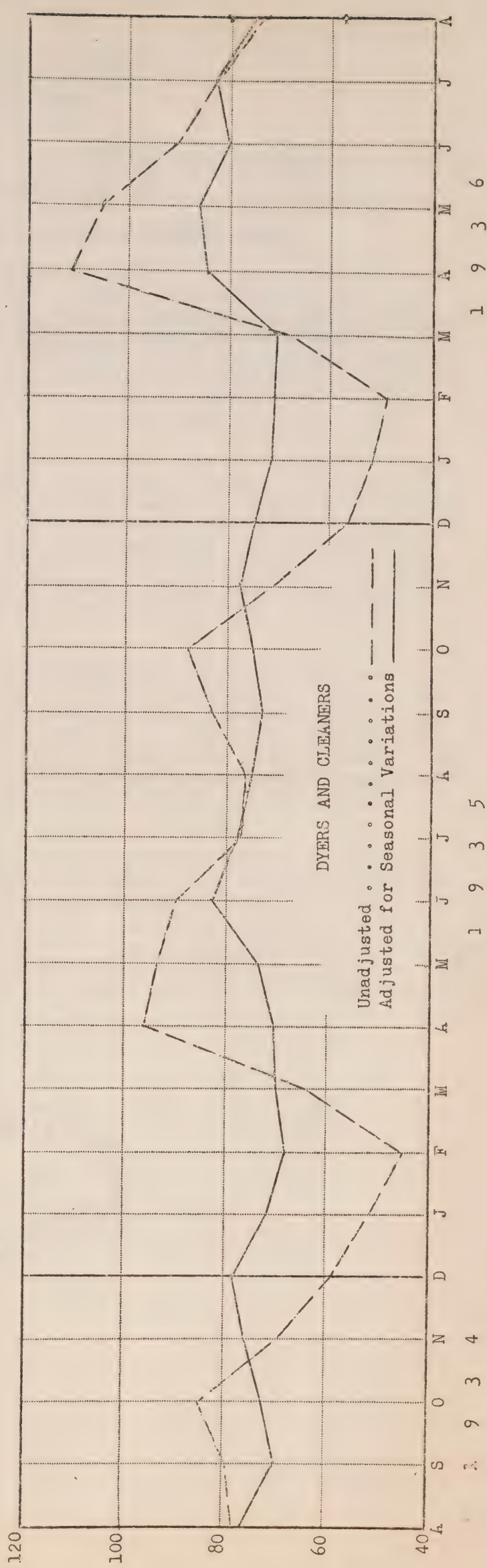
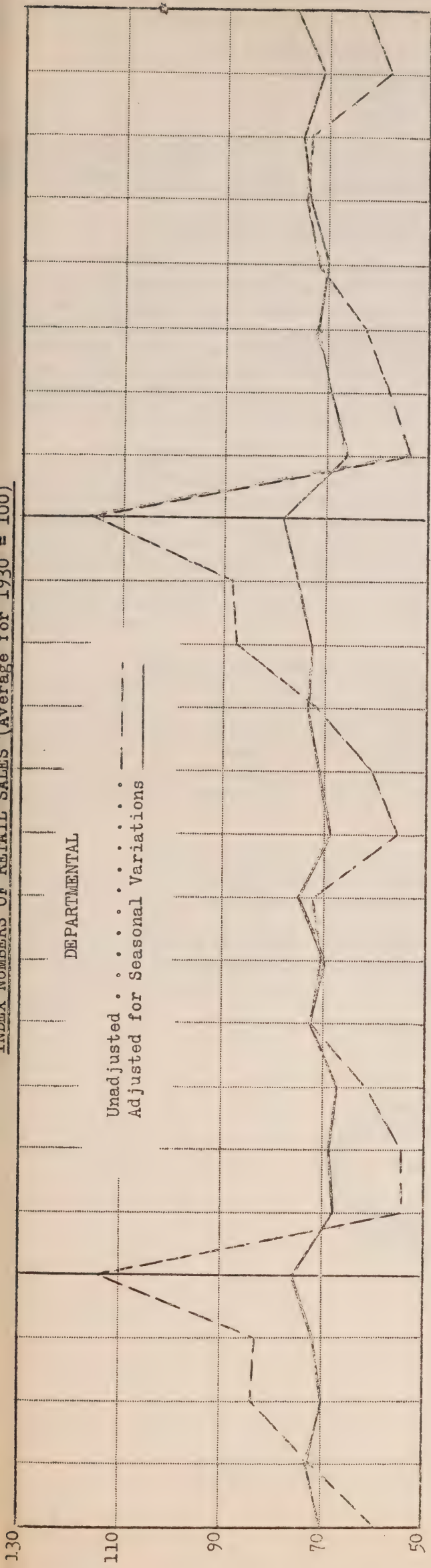
Year and Month	Boots and Shoes		Candy		Men's Clothing		Women's Clothing		Departmental		Drugs		Dyers and Cleaners	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
1934														
June	-7.8	+14.6	-36.5	+9.8	-32.2	+2.4	-35.4	+2.7	-26.7	+1.7	-25.8	+3.3	-20.1	+12.2
July	-29.2	+1.6	-46.1	+6.4	-39.7	+9.2	-42.7	+4.4	-34.8	+2.7	-30.3	+1.4	-22.6	+18.9
August	-36.5	+4.5	-44.6	+0.8	-38.3	+6.0	-35.6	+14.0	-28.3	+3.4	-31.7	+3.7	-18.7	+11.0
1935														
June	-6.4	+0.5	-3.8	+2.8	-30.9	+1.9	-39.9	+7.0	-24.4	+3.1	-27.8	+2.8	-13.8	+7.9
July	-27.7	+2.1	-49.2	+5.8	-33.3	+10.6	-41.8	+1.6	-33.3	+2.2	-27.9	+3.5	-17.1	+7.2
August	-31.8	+7.5	-44.1	+1.0	-31.8	+10.5	-37.8	+3.4	-26.6	+2.4	-28.0	+5.3	-20.4	+2.1
1936														
June	-9.7	+2.6	-39.9	+2.6	-33.4	+3.6	-39.3	+1.1	-23.0	+1.8	-26.0	+2.6	-12.9	+1.0
July	-28.2	+0.7	-42.4	+13.4	-38.1	+7.3	-36.3	+9.5	-30.5	+4.3	-24.1	+5.3	-11.6	+6.6
August	-34.5	+4.0	-44.5	+0.7	-35.4	+5.2	-37.5	+0.5	-23.7	+4.0	-29.1	+1.5	-23.3	+3.7

Year and Month	Furniture		Groceries and Meats		Hardware		Music and Radio		Restaurants		Variety		General Index	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
1934														
June	-17.5	+24.1	-20.8	+1.9	-18.7	+10.8	-53.8	+22.0	-45.5	+0.7	-5.0	+9.5	-25.5	+4.9
July	-26.1	+25.0	-29.7	+1.5	-19.4	+20.3	-56.5	+9.7	-48.7	+4.0	-17.4	+4.1	-33.0	+2.5
August	-26.0	+17.4	-26.7	+0.7	-24.3	+10.2	-51.9	+17.3	-47.0	+0.8	-21.1	+6.9	-29.7	+3.3
1935														
June	-24.2	+4.5	-24.3	+4.6	-17.0	+2.1	-52.0	+4.1	-50.9	+9.9	-6.5	+1.6	-26.0	+0.7
July	-14.7	+15.5	-27.7	+2.8	-13.4	+7.4	-53.1	+7.8	-51.5	+5.5	-13.6	+4.6	-30.8	+3.2
August	-19.7	+8.5	-25.0	+2.3	-18.4	+7.9	-49.9	+4.1	-48.8	+3.3	-15.1	+7.7	-27.6	+3.0
1936														
June	-15.6	+11.3	-21.5	+3.8	+4.4	+25.8	-44.3	+16.0	-48.4	+5.1	-1.8	+5.0	-23.3	+3.7
July	-3.4	+13.2	-23.3	+6.1	+1.8	+17.5	-40.0	+28.1	-47.0	+9.1	-7.3	+7.3	-26.7	+6.0
August	-15.3	+5.5	-22.4	+3.5	+2.5	+19.5	-54.9	+10.0	-47.6	+2.3	-11.6	+4.1	-25.1	+3.5

N.B. These percentage changes are based upon actual monthly sales figures. No allowances have been made for differences in the number of working days or for seasonal variations.









DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA.

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CHANCES IN THE VALUE OF RETAIL SALES, SEPTEMBER, 1936.

Indicative of the recovery movement in evidence throughout Canada, retail sales for September were 5.7 per cent higher than during the corresponding month last year, according to index numbers released by the Dominion Bureau of Statistics. It must be noted, however, that this gain in value of sales was partly due to a moderate rise in price levels as well as to increased volume. The general index, adjusted for number of business days and for normal seasonal variations, was 76.6 for September, 1936, and 72.5 for September, 1935, based on average monthly sales in 1930 as 100. Without allowance for seasonal variations, September sales were over 9 per cent in advance of last year.

Improvement over the corresponding month last year was noted in all lines of retail trade covered by the report. Hardware sales were in the lead again with a gain of 21.8 per cent over September of last year, while heavy music and radio sales accounted for a 16.9 per cent rise in the index number. Sales of men's clothing were 9.3 per cent in advance of last year; variety store sales were up 6.9 per cent, and department store sales advanced 5.7 per cent. Next in order of increase were boot and shoe stores with a jump of 5.4 per cent, while restaurants, women's clothing stores, grocery and meat stores, drug stores, candy stores, dyers and cleaners and furniture stores all reported small increases in trade.

This bulletin shows, on page 5, a supplementary table for firms wishing to compare the value of sales in any one month, first, with the corresponding month of 1930 and, second, with the corresponding month of the preceding year. The percentage changes are based upon the actual value of sales during each month and no corrections have been made for differences in the number of business days and for normal seasonal variations. A comparison with the corresponding month of 1930 for each sub-group is given in Column D of this table, while a comparison with the corresponding month in the preceding year is shown in Column E.

These statistics are calculated from returns furnished by 37 large departmental firms and 169 chains comprising more than 3,300 stores. The average for 1930 has been taken as 100. Three series of index numbers for each kind of business are shown in the tables following. The first series is unadjusted. The second series is computed on an average daily basis and makes allowance not only for the varying number of business days in the different months but also for the varying sales importance of the days of the week. The third series is corrected for number of business days and also for seasonal variations.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Boots and Shoes (16 Chains)			Candy (6 Chains)			Men's Clothing (15 Chains)			Women's Clothing (12 Chains)			Departmental (37 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
September	71.5	71.5	73.7	54.2	54.0	58.0	56.1	56.1	61.0	57.7	57.6	64.0	72.2	75.7	72.8
October	68.1	66.6	68.6	56.4	55.0	58.9	85.2	83.2	67.1	60.5	59.1	61.5	83.9	80.4	69.9
November	70.5	70.2	65.0	49.2	49.8	57.9	86.0	85.0	68.0	60.6	59.8	64.3	83.1	81.7	71.7
December	121.5	117.0	82.9	115.4	112.0	60.2	94.7	92.9	72.6	122.2	119.8	64.7	114.3	115.5	76.0
1935															
January	43.9	43.9	66.5	39.8	39.4	52.5	44.8	44.6	67.6	38.3	38.1	55.3	54.1	53.4	66.7
February	36.4	38.7	60.4	55.6	60.3	65.5	39.6	42.1	67.8	39.4	41.8	61.5	54.4	57.9	69.0
March	61.2	57.6	77.9	52.2	50.3	59.2	53.2	50.1	64.2	51.6	48.5	63.9	61.4	59.7	67.1
April	83.1	85.1	73.0	78.9	80.8	62.2	84.9	89.1	65.0	70.6	74.0	59.7	72.6	74.9	72.7
May	80.9	80.9	69.2	60.8	59.7	61.0	71.4	71.1	60.8	61.0	60.7	55.2	70.5	69.6	68.2
June	109.8	106.5	80.1	47.1	46.9	61.0	75.3	73.6	63.5	69.5	67.8	56.5	72.1	72.8	75.1
July	70.0	70.6	69.2	44.0	43.8	51.5	57.7	57.7	67.9	56.3	56.3	60.5	55.4	54.9	68.6
August	62.6	57.2	68.9	59.2	55.4	56.6	50.3	46.0	65.6	50.5	46.1	60.6	60.4	56.6	70.8
September	68.7	73.0	75.3	52.6	55.4	59.6	59.5	63.3	68.8	52.1	55.3	61.5	71.6	76.3	73.4
October	70.7	69.1	71.2	57.4	56.8	59.8	88.0	85.4	68.9	62.1	60.1	62.6	87.6	83.6	72.7
November	79.6	74.9	69.4	52.3	50.4	58.6	94.1	88.6	70.9	62.9	59.1	63.5	88.5	86.0	75.5
December	117.2	121.0	85.8	116.8	119.7	64.3	100.4	104.5	81.6	121.7	126.6	68.4	116.5	119.6	78.7
1936															
January	40.8	40.7	61.7	44.7	43.9	58.6	47.1	46.6	70.6	39.8	39.3	57.0	53.6	52.7	65.9
February	41.4	40.2	62.8	61.6	61.5	66.8	41.8	40.9	65.9	41.6	40.6	59.7	57.8	58.4	69.5
March	61.4	61.7	79.1	47.5	48.7	57.2	55.8	56.3	67.0	47.9	48.3	60.3	62.5	61.9	72.0
April	81.5	84.1	73.8	83.8	85.2	65.5	81.3	84.3	64.3	73.5	76.1	63.4	72.1	74.0	69.8
May	97.6	98.4	84.1	59.1	57.0	58.2	80.3	77.3	66.0	68.8	66.1	60.1	74.7	75.2	73.8
June	107.0	107.5	80.8	45.8	47.0	61.0	72.6	73.2	63.1	70.2	70.7	58.9	73.4	72.7	75.0
July	69.5	69.3	67.9	49.9	49.1	57.7	53.5	52.8	62.2	61.5	60.7	65.3	57.7	56.8	71.0
August	60.7	57.1	68.8	58.3	56.6	57.8	47.7	45.5	65.1	50.8	48.4	63.7	62.8	61.3	76.6
September	74.0	77.0	79.4	55.0	56.1	60.4	67.5	69.2	75.2	56.2	57.5	63.9	78.6	80.7	77.6

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Drugs (23 Chains)			Dyers and Cleaners (8 Chains)			Furniture (7 Chains)			Groceries and Meats (34 Chains)			Hardware (16 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
September	69.8	70.4	71.9	79.6	84.8	70.1	78.0	81.1	66.5	69.7	68.6	68.6	87.5	93.2	76.5
October	71.8	70.8	71.5	85.0	80.4	72.5	79.8	76.4	64.7	75.3	74.4	74.4	92.6	87.7	78.3
November	71.5	72.2	72.2	69.7	68.5	76.1	72.3	71.7	69.6	71.7	70.8	71.6	69.4	68.2	72.6
December	85.4	84.0	73.6	59.1	60.4	78.5	79.4	79.6	71.0	75.3	73.0	68.2	79.9	81.7	80.1
1935															
January	72.1	70.6	73.6	51.7	50.8	71.6	44.8	44.4	66.3	71.7	71.7	73.9	52.4	51.5	80.5
February	68.9	74.7	73.9	44.7	47.6	68.1	55.6	59.2	71.3	67.6	71.8	73.2	49.8	53.0	78.0
March	76.8	74.8	74.1	64.1	63.0	70.0	63.7	61.7	68.6	75.2	70.0	72.9	62.3	61.2	79.5
April	71.7	73.0	73.8	96.3	98.4	70.3	74.8	76.8	71.8	73.9	78.1	73.0	80.6	82.4	78.5
May	72.0	70.4	73.3	93.7	92.1	73.7	77.4	76.7	66.1	74.8	74.7	70.5	102.4	100.8	74.1
June	70.7	71.3	70.6	90.0	92.0	82.9	70.8	71.0	71.0	71.4	68.9	68.9	87.2	89.2	77.6
July	71.4	70.4	72.5	77.6	76.3	77.9	59.2	58.6	73.3	69.9	70.4	71.8	82.9	83.5	81.1
August	74.1	70.8	72.2	76.5	72.4	75.4	78.6	73.7	72.2	71.5	64.6	70.2	84.1	81.6	80.0
September	69.8	72.6	74.1	83.2	88.6	73.2	85.0	90.5	74.2	69.6	73.9	73.9	90.7	99.1	81.2
October	74.4	72.9	73.6	88.1	83.4	75.1	93.6	89.7	76.0	77.3	75.4	75.4	95.5	92.6	82.7
November	76.8	75.7	75.7	71.1	69.9	77.6	84.7	81.7	79.4	75.4	70.1	70.8	81.4	82.1	87.3
December	87.9	88.4	77.5	56.6	57.8	75.1	85.8	88.5	79.0	80.3	83.9	78.4	77.9	81.7	80.1
1936															
January	72.6	70.9	73.8	51.9	51.0	71.8	48.1	47.7	71.1	75.2	74.2	76.5	54.5	54.9	85.8
February	73.7	75.3	74.6	48.8	49.9	71.3	59.6	59.8	72.0	74.2	71.6	73.1	51.9	54.4	80.0
March	73.8	74.2	73.5	68.4	67.2	70.7	63.0	62.4	69.3	74.8	76.0	78.3	69.0	69.6	90.4
April	74.3	75.2	75.9	112.0	114.5	84.8	76.3	78.3	73.2	73.8	76.7	72.4	86.5	90.7	86.4
May	74.1	72.1	75.1	105.6	107.9	86.3	87.9	88.2	76.0	79.3	75.1	70.9	115.3	120.9	88.9
June	72.5	73.8	73.1	90.9	89.3	80.5	78.8	78.1	78.1	74.1	75.2	75.2	109.7	110.5	96.1
July	75.1	73.3	75.6	82.8	81.3	83.0	67.0	66.4	83.0	74.2	73.3	74.7	97.4	98.1	95.3
August	73.0	71.7	73.2	76.7	75.4	78.5	82.9	83.2	81.5	74.8	70.8	77.0	100.7	101.5	99.5
September	73.5	74.4	75.9	87.3	89.2	73.7	88.2	90.6	74.3	74.2	76.2	76.2	115.1	120.7	98.9

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (9 Chains)			General Index (206 Firms)		
	A	B	C	A	B	C	A	B	C	A	B	C
1934												
September	52.8	56.5	41.2	52.6	53.5	50.9	79.9	79.7	82.2	69.7	71.2	69.8
October	57.5	54.6	41.4	53.2	52.2	52.2	86.3	84.4	80.4	77.7	75.5	70.5
November	59.6	58.8	41.7	51.2	51.8	53.9	83.9	83.7	82.9	74.9	74.1	69.9
December	67.4	69.2	43.8	53.7	52.9	51.8	159.6	155.1	83.8	96.1	95.4	71.7
1935												
January	37.2	36.7	44.2	49.0	48.1	51.7	53.2	53.3	79.5	57.8	57.3	68.3
February	36.1	38.6	44.4	44.9	48.7	50.8	57.7	61.5	83.1	56.4	60.2	69.2
March	39.7	39.2	47.8	51.4	50.5	52.0	67.5	63.7	80.6	64.9	62.0	69.6
April	35.5	36.4	45.0	50.7	51.4	50.9	77.9	80.9	87.0	73.0	75.8	69.6
May	43.0	42.4	48.8	51.9	50.8	50.8	79.5	79.7	76.6	72.3	71.7	68.3
June	30.1	30.9	43.5	49.8	50.7	50.2	88.6	86.1	83.6	72.0	71.5	70.8
July	26.6	26.2	40.4	51.2	50.2	48.8	82.8	83.3	83.3	62.5	62.3	69.3
August	35.2	33.4	44.0	55.4	53.6	50.6	83.7	76.6	83.3	65.3	60.6	69.6
September	52.3	55.9	40.8	53.0	54.5	51.9	77.9	83.0	85.5	69.6	74.0	72.5
October	66.6	63.3	48.0	54.3	53.3	53.3	90.4	88.1	83.9	80.9	78.1	73.0
November	66.0	65.1	46.2	52.5	52.6	54.7	91.3	86.1	85.2	80.1	76.9	72.5
December	67.7	69.5	44.0	55.7	55.4	54.3	164.0	169.7	91.7	98.9	102.1	76.8
1936												
January	43.2	42.6	51.4	50.4	49.3	53.0	53.4	53.3	79.6	59.1	58.3	69.4
February	40.4	41.5	47.7	49.0	50.8	53.0	60.8	59.1	79.8	60.8	60.4	69.4
March	36.6	36.2	44.1	52.7	52.4	54.0	65.1	65.5	81.8	65.2	65.4	71.8
April	36.9	37.8	46.7	51.7	52.4	51.9	80.4	83.2	90.5	73.4	75.7	70.8
May	50.1	51.5	59.1	53.3	52.3	52.3	91.2	88.3	84.9	77.8	76.6	72.9
June	34.9	34.5	48.5	52.4	53.1	52.6	93.1	93.6	90.9	74.7	75.0	74.2
July	34.1	33.6	51.7	55.8	54.6	53.0	88.8	88.7	88.7	66.2	65.4	72.6
August	31.9	31.5	41.5	57.4	56.5	53.3	87.1	82.5	89.6	67.9	65.7	75.5
September	63.7	65.4	47.7	56.0	56.8	54.1	85.7	88.6	91.4	76.0	78.1	76.6

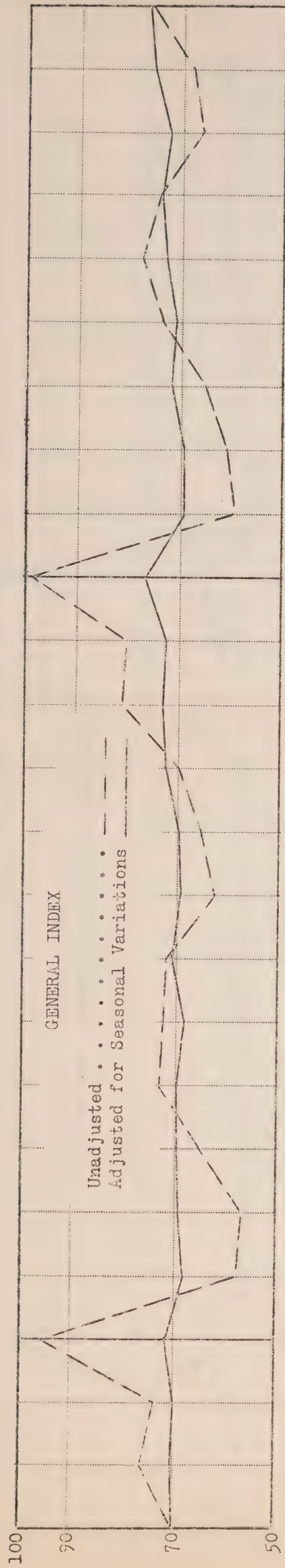
D. Percentage change from corresponding month in 1930.
E. Percentage change from corresponding month in preceding year.

Year and Month	Boots and Shoes		Candy		Men's Clothing		Women's Clothing		Departmental		Drugs		Dyers and Cleaners	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
1934														
July	-29.2	+ 1.6	-46.1	- 6.4	-39.7	+ 9.2	-42.7	+ 4.4	-34.8	+ 2.7	-30.3	+ 1.4	-22.6	+18.9
August	-36.5	+ 4.5	-44.6	+ 0.8	-38.3	+ 6.0	-35.6	+14.0	-28.3	+ 3.4	-31.7	+ 3.7	-18.7	+11.0
September	-20.1	+ 4.8	-38.3	- 5.9	-32.7	+ 0.3	-34.5	+ 5.5	-27.7	+ 1.3	-25.3	+ 0.8	-33.1	- 1.8
1935														
July	-27.7	+ 2.1	-49.2	- 5.8	-33.3	+10.6	-41.8	+ 1.6	-33.3	+ 2.2	-27.9	+ 3.5	-17.1	+ 7.2
August	-31.8	+ 7.5	-44.1	+ 1.0	-31.8	+10.5	-37.8	- 3.4	-26.6	+ 2.4	-28.0	+ 5.3	-20.4	- 2.1
September	-23.2	- 3.9	-40.1	- 2.9	-28.7	+ 6.0	-40.8	- 9.6	-28.3	- 0.8	-25.3	-	-30.1	+ 4.5
1936														
July	-28.2	- 0.7	-42.4	+13.4	-38.1	- 7.3	-36.5	+ 9.2	-30.5	+ 4.3	-24.1	+ 5.3	-11.6	+ 6.6
August	-33.8	- 3.0	-45.0	- 1.6	-35.3	- 5.1	-37.5	+ 0.6	-23.8	+ 3.9	-29.1	- 1.4	-20.2	+ 0.2
September	-17.3	+ 7.7	-37.4	+ 4.6	-19.1	+13.5	-36.2	+ 7.8	-21.3	+ 9.8	-21.3	+ 5.3	-26.7	+ 4.9

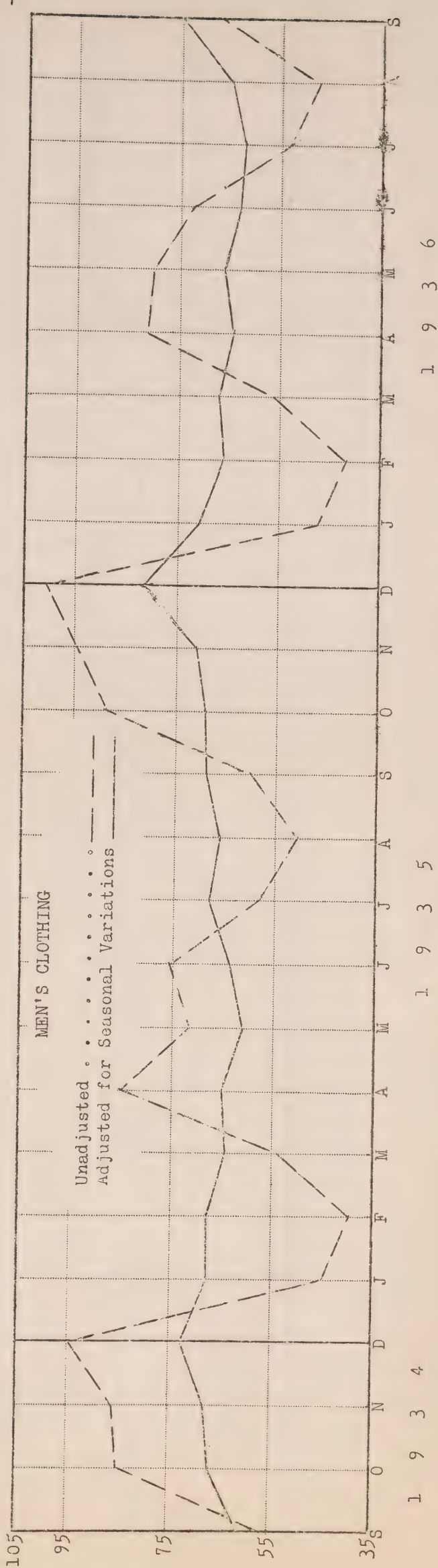
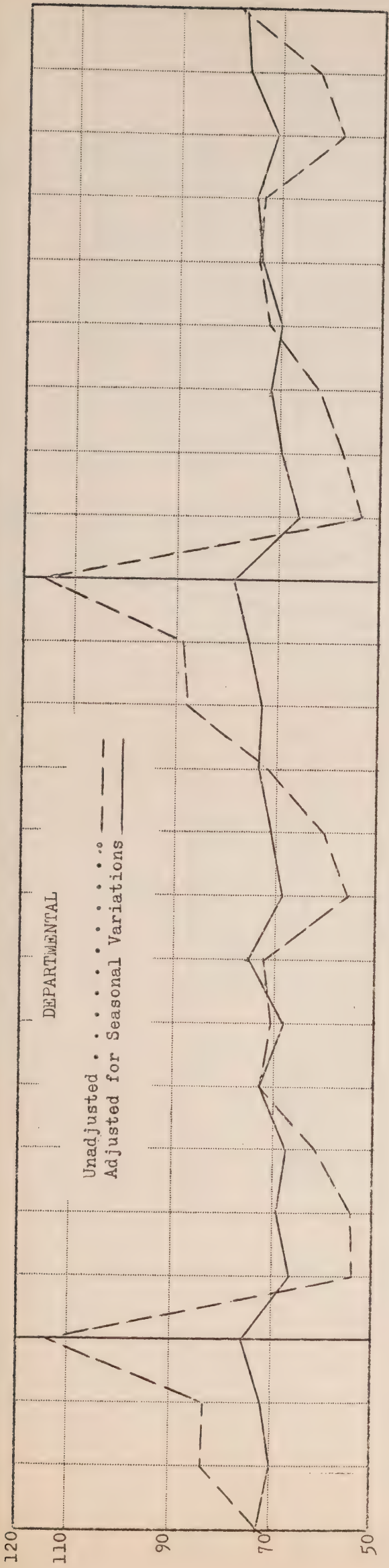
Year and Month	Furniture		Groceries and Meats		Hardware		Music and Radio		Restaurants		Variety		General Index	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
1934														
July	-26.1	+25.0	-29.7	- 1.5	-19.4	+20.3	-56.5	+ 9.7	-48.7	- 4.0	-17.4	+ 4.1	-33.0	+ 2.5
August	-26.0	+17.4	-26.7	- 0.7	-24.3	+10.2	-51.9	+17.3	-47.0	- 0.8	-21.1	+ 6.9	-29.7	+ 3.3
September	-26.2	+13.7	-26.5	- 5.5	-21.8	+ 9.4	-53.4	+20.5	-47.6	- 7.0	-14.0	+ 0.8	-28.3	- 0.2
1935														
July	-14.7	+15.5	-27.7	+ 2.8	-13.4	+ 7.4	-53.1	+ 7.8	-51.5	- 5.5	-13.6	+ 4.6	-30.8	+ 3.2
August	-19.7	+ 8.5	-25.0	+ 2.3	-18.4	+ 7.9	-49.9	+ 4.1	-48.8	- 3.3	-15.1	+ 7.7	-27.6	+ 3.0
September	-19.6	+ 8.9	-26.6	- 0.2	-18.9	+ 3.7	-53.9	- 1.0	-47.2	+ 0.8	-16.1	- 2.4	-28.5	- 0.2
1936														
July	- 3.4	+13.2	-23.2	+ 6.2	+ 1.8	+17.5	-40.0	+28.1	-47.0	+ 9.1	- 7.3	+ 7.3	-26.7	+ 6.0
August	-15.3	+ 5.5	-21.5	+ 4.6	- 2.2	+19.8	-54.5	- 9.3	-46.9	+ 3.6	-11.6	+ 4.1	-24.7	+ 4.0
September	-16.5	+ 3.9	-21.7	+ 6.7	+ 2.9	+26.9	-43.8	+21.8	-44.2	+ 5.7	- 7.7	+10.0	-21.9	+ 9.2

N.B. These percentage changes are based upon actual monthly sales figures. No allowances have been made for differences in the number of working days or for seasonal variations.

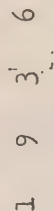
INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA.

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
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CHANGES IN THE VALUE OF RETAIL SALES, OCTOBER, 1936

During October, 1936, retail trade in Canada was practically maintained at the September level, which was the high point for this year. The general index number was 76.8 for October as compared with 76.9 for September. The gain over October last year for retail trade as a whole was 52 per cent, while the different lines of business showed increases ranging all the way from 24.3 per cent for hardware to 0.1 per cent for groceries and meats, the average for ten kinds of business being 8.0 per cent. Three lines - namely, candy, restaurants, and dyers and cleaners - showed recessions from the October, 1935, level.

More pronounced gains over last year occurred in some types of retail outlets than have been noted for several months. The index of sales of men's clothing stores was 12.9 per cent greater than during the corresponding month last year. Men's clothing stores did a greater amount of business in October this year than in any month since the spring of 1931. Risk demand for new footwear was shown by the index of sales of boot and shoe stores which recorded a gain of 9.7 per cent over October last year. Pronounced activity is also evident in the drug business, sales being 7.3 per cent greater than last year. The adjusted index number, 79.0, is higher than that shown for any month since the early part of 1932.

Hardware and furniture store sales continue the mainstay of the buying movement, the former showing an advance of 24.3 per cent and the latter an 11.1 per cent advance over last year. Heavy sales are reported by department stores with a 6.1 percentage increase over October, 1935, but a small decrease as compared with September of this year. The demand for radios and musical instruments is quite active, the index number recording again of 3.5 per cent over last year. Variety stores continue to report increased business and show improvement of 4.5 per cent over October, 1935. Sales of women's clothing and groceries and meats increased slightly as compared with last year. The decrease in sales of dyeing and cleaning establishments may be explained by the rise in sales of clothing stores. The percentage changes shown above are based on index numbers adjusted for seasonal variations.

These statistics are calculated from returns furnished by 37 large departmental firms and 169 chains comprising more than 3,300 stores. The average for 1930 has been taken as 100. Three series of index numbers for each kind of business are shown in the tables following. The first series is unadjusted. The second series is computed on an average daily basis and makes allowance not only for the varying number of business days in the different months but also for the varying sales importance of the days of the week. The third series is corrected for number of business days and also for seasonal variations.

This bulletin shows, on page 5, a supplementary table for firms wishing to compare the value of sales in any one month, first, with the corresponding month of 1930 and, second, with the corresponding month of the preceding year. The percentage changes are based upon the actual value of sales during each month and no corrections have been made for differences in the number of business days and for normal seasonal variations. A comparison with the corresponding month of 1930 for each sub-group is given in Column D of this table, while a comparison with the corresponding month in the preceding year is shown in Column E.

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A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (206 Firms)			Boots and Shoes (16 Chains)			Candy (6 Chains)			Men's Clothing (15 Chains)			Women's Clothing (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
<u>1934</u>															
October	77.7	75.5	70.5	68.1	66.6	68.6	56.4	56.0	58.9	85.2	83.2	67.1	60.5	59.1	61.5
November	74.9	74.1	69.9	70.5	70.2	65.0	49.2	49.8	57.9	86.0	85.0	68.0	60.6	59.8	64.3
December	96.1	95.4	71.7	121.5	117.0	82.9	115.4	112.0	60.2	94.7	92.9	72.6	122.2	119.8	64.7
<u>1935</u>															
January	57.8	57.3	68.3	43.9	43.9	66.5	39.8	39.4	52.5	44.8	44.6	67.6	38.3	38.1	55.3
February	56.4	60.2	69.2	36.4	38.7	60.4	55.6	60.3	65.5	39.6	42.1	67.8	39.4	41.8	61.5
March	64.9	62.0	69.6	61.2	57.6	77.9	52.2	50.3	59.2	53.2	50.1	64.2	51.6	48.5	63.9
April	73.0	75.8	69.6	83.1	86.1	73.0	78.9	80.8	62.2	84.9	89.1	65.0	70.6	74.0	59.7
May	72.3	71.7	68.3	80.9	80.9	69.2	60.8	59.7	61.0	71.4	71.1	60.8	61.0	60.7	55.2
June	72.0	71.5	70.8	109.8	106.5	80.1	47.1	46.9	61.0	75.3	73.6	63.5	69.5	67.8	56.5
July	62.5	62.3	69.3	70.0	70.6	69.2	44.0	43.8	51.5	57.7	57.7	67.9	56.3	56.3	60.5
August	65.3	60.6	69.6	62.6	57.2	68.9	59.2	55.4	56.6	50.3	46.0	65.6	50.5	46.1	60.6
September	69.6	74.0	72.5	68.7	73.0	75.3	52.6	55.4	59.6	59.5	63.3	68.8	52.1	55.3	61.5
October	80.9	78.1	73.0	70.7	69.1	71.2	57.4	56.8	59.8	88.0	85.4	68.9	62.1	60.1	62.6
November	80.1	76.9	72.5	79.6	74.9	69.4	52.3	50.4	58.6	94.1	88.6	70.9	62.9	59.1	63.5
December	98.9	102.1	76.8	117.2	121.0	85.8	116.8	119.7	64.3	100.4	104.5	81.6	121.7	126.6	68.4
<u>1936</u>															
January	59.1	58.3	69.4	40.8	40.7	61.7	44.7	43.9	58.6	47.1	46.6	70.6	39.8	39.3	57.0
February	60.8	60.4	69.4	41.4	40.2	62.8	61.6	61.5	66.8	41.8	40.9	65.9	41.6	40.6	59.7
March	65.2	65.4	71.8	61.4	61.7	79.1	47.5	48.7	57.2	55.8	56.3	67.0	47.9	48.3	60.3
April	73.4	75.7	70.8	81.5	84.1	73.8	83.8	85.2	65.5	81.3	84.3	64.3	73.5	76.1	63.4
May	77.8	76.6	72.9	97.6	98.4	84.1	59.1	57.0	58.2	80.3	77.3	66.0	68.8	66.1	60.1
June	74.7	75.0	74.2	107.0	107.5	80.8	45.8	47.0	61.0	72.8	73.4	63.2	70.2	70.7	58.9
July	66.3	65.4	72.7	69.5	69.3	67.9	49.9	49.1	57.7	54.0	53.4	62.8	61.5	60.7	65.3
August	67.9	65.7	75.5	60.7	57.1	68.8	58.3	56.6	57.8	48.3	46.1	65.8	51.2	48.8	64.2
September	76.3	78.4	76.9	74.0	77.0	79.4	55.0	56.1	60.4	67.9	69.6	75.6	56.8	58.1	64.6
October	88.5	82.2	76.8	82.8	75.7	78.1	59.5	55.7	58.6	105.5	96.4	77.8	66.0	60.3	62.8

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (37 Firms)			Drugs (23 Chains)			Dyers and Cleaners (8 Chains)			Furniture (7 Chains)			Groceries and Meats (34 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
October	83.9	80.4	69.9	71.8	70.8	71.5	85.0	80.4	72.5	79.8	76.4	64.7	75.3	74.4	74.4
November	83.1	81.7	71.7	71.5	72.2	72.2	69.7	68.5	76.1	72.3	71.7	69.6	71.7	70.8	71.6
December	114.3	115.5	76.0	85.4	84.0	73.6	59.1	60.4	78.5	79.4	79.6	71.0	75.3	73.0	68.2
1935															
January	54.1	53.4	66.7	72.1	70.6	73.6	51.7	50.8	71.6	44.8	44.4	66.3	71.7	71.7	73.9
February	54.4	57.9	69.0	68.9	74.7	73.9	44.7	47.6	68.1	55.6	59.2	71.3	67.6	71.8	73.2
March	61.4	59.7	67.1	76.8	74.8	74.1	64.1	63.0	70.0	63.7	61.7	68.6	75.2	70.0	72.9
April	72.6	74.9	72.7	71.7	73.0	73.8	96.3	98.4	70.3	74.8	76.8	71.8	73.9	78.1	73.0
May	70.5	69.6	68.2	72.0	70.4	73.3	93.7	92.1	73.7	77.4	76.7	66.1	74.8	74.7	70.5
June	72.1	72.8	75.1	70.7	71.3	70.6	90.0	92.0	82.9	70.8	71.0	71.0	71.4	68.9	68.9
July	55.4	54.9	68.6	71.4	70.4	72.5	77.6	76.3	77.9	59.2	58.6	73.3	69.9	70.4	71.8
August	60.4	56.6	70.8	74.1	70.8	72.2	76.5	72.4	75.4	78.6	73.7	72.2	71.5	64.6	70.2
September	71.6	76.3	73.4	69.8	72.6	74.1	83.2	88.6	73.2	85.0	90.5	74.2	69.6	73.9	73.9
October	87.6	83.6	72.7	74.4	72.9	73.6	88.1	83.4	75.1	93.6	89.7	76.0	77.3	75.4	75.4
November	88.5	86.0	75.6	76.8	75.7	75.7	71.1	69.9	77.6	84.7	81.7	79.4	75.4	70.1	70.8
December	116.5	119.6	78.7	87.9	88.4	77.5	56.6	57.8	75.1	85.8	88.5	79.0	80.3	83.9	78.4
1936															
January	53.6	52.7	65.9	72.6	70.9	73.8	51.9	51.0	71.8	48.1	47.7	71.1	75.2	74.2	76.5
February	57.8	58.4	69.5	73.7	75.3	74.6	48.8	49.9	71.3	59.6	59.8	72.0	74.2	71.6	73.1
March	62.5	61.9	72.0	73.8	74.2	73.5	68.4	67.2	70.7	63.0	62.4	69.3	74.8	76.0	78.3
April	72.1	74.0	69.8	74.3	75.2	75.9	112.0	114.5	84.8	76.3	78.3	73.2	73.8	76.7	72.4
May	74.7	75.2	73.8	74.1	72.1	75.1	105.6	107.9	86.3	87.9	88.2	76.0	79.3	75.1	70.9
June	73.4	72.7	75.0	72.5	73.8	73.1	90.9	89.3	80.5	78.8	78.1	78.1	74.1	75.2	75.2
July	57.7	56.8	71.0	75.1	73.3	75.6	82.7	81.3	82.9	67.0	66.4	83.0	74.2	73.3	74.7
August	62.8	61.2	76.6	73.0	71.7	73.2	76.6	75.2	78.3	82.9	83.2	81.5	74.8	70.9	77.0
September	78.9	81.0	77.9	73.6	74.5	76.0	87.0	88.9	73.5	88.2	90.6	74.3	74.9	77.0	77.0
October	94.7	88.7	77.1	81.9	78.2	79.0	83.7	79.2	71.3	106.4	99.6	84.4	83.5	75.5	75.5

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (16 Chains)			Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (9 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
1934												
October	92.6	87.7	78.3	57.5	54.6	41.4	53.2	52.2	52.2	86.3	84.4	80.4
November	69.4	68.2	72.6	59.6	58.8	41.7	51.2	51.8	53.9	83.9	83.7	82.9
December	79.9	81.7	80.1	67.4	69.2	43.8	53.7	51.8	51.8	159.6	155.1	83.8
1935												
January	52.4	51.5	80.5	37.2	36.7	44.2	49.0	48.1	51.7	53.2	53.3	79.5
February	49.8	53.0	78.0	36.1	38.6	44.4	44.9	48.7	50.8	57.7	61.5	83.1
March	62.3	61.2	79.5	39.7	39.2	47.8	51.4	50.5	52.0	67.5	63.7	80.6
April	80.6	82.4	78.5	35.5	36.4	45.0	50.7	51.4	50.8	77.9	80.9	87.0
May	102.4	100.8	74.1	43.0	42.4	48.8	51.9	50.8	50.8	79.5	79.7	76.6
June	87.2	89.2	77.6	30.1	30.9	43.5	49.8	50.7	50.2	88.6	86.1	83.6
July	82.9	83.5	81.1	26.6	26.2	40.4	51.2	50.2	48.8	82.8	83.3	83.3
August	84.1	81.6	80.0	35.2	33.4	44.0	55.4	53.6	50.6	83.7	76.6	85.5
September	90.7	99.1	81.2	52.3	55.9	40.8	53.0	54.5	51.9	77.9	83.0	85.9
October	95.5	92.6	82.7	66.6	63.3	48.0	54.3	53.3	53.3	90.4	88.1	85.2
November	81.4	82.1	87.3	66.0	65.1	46.2	52.5	52.6	54.7	91.3	86.1	85.2
December	77.9	81.7	80.1	67.7	69.5	44.0	55.7	55.4	54.3	164.0	169.7	91.7
1936												
January	54.5	54.9	85.8	43.2	42.6	51.4	50.4	49.3	53.0	53.4	53.3	79.6
February	51.9	54.4	80.0	40.4	41.5	47.7	49.0	50.8	53.0	60.8	59.1	79.8
March	69.0	69.6	90.4	36.6	36.2	44.1	52.7	52.4	54.0	65.1	65.5	81.8
April	86.5	90.7	86.4	36.9	37.8	46.7	51.7	52.4	51.9	80.4	83.2	90.5
May	115.3	120.9	88.9	50.1	51.5	59.1	53.3	52.3	52.3	91.2	88.3	84.9
June	110.0	110.9	96.4	34.9	34.5	48.5	52.4	53.1	52.6	93.1	93.6	90.9
July	97.8	98.6	95.7	34.1	33.6	51.7	55.8	54.6	53.0	88.8	88.7	88.7
August	100.7	101.5	99.5	31.9	31.5	41.5	57.4	56.5	53.3	87.1	82.5	89.6
September	115.9	121.5	99.6	63.3	64.9	47.4	55.3	56.0	53.4	85.5	88.4	91.1
October	118.5	115.1	102.8	69.1	65.7	49.7	54.5	52.8	52.8	100.6	92.1	87.7

YEAR-TO-YEAR COMPARISON OF SALES FOR CORRESPONDING MONTHS

D. Percentage change from corresponding month in 1930.

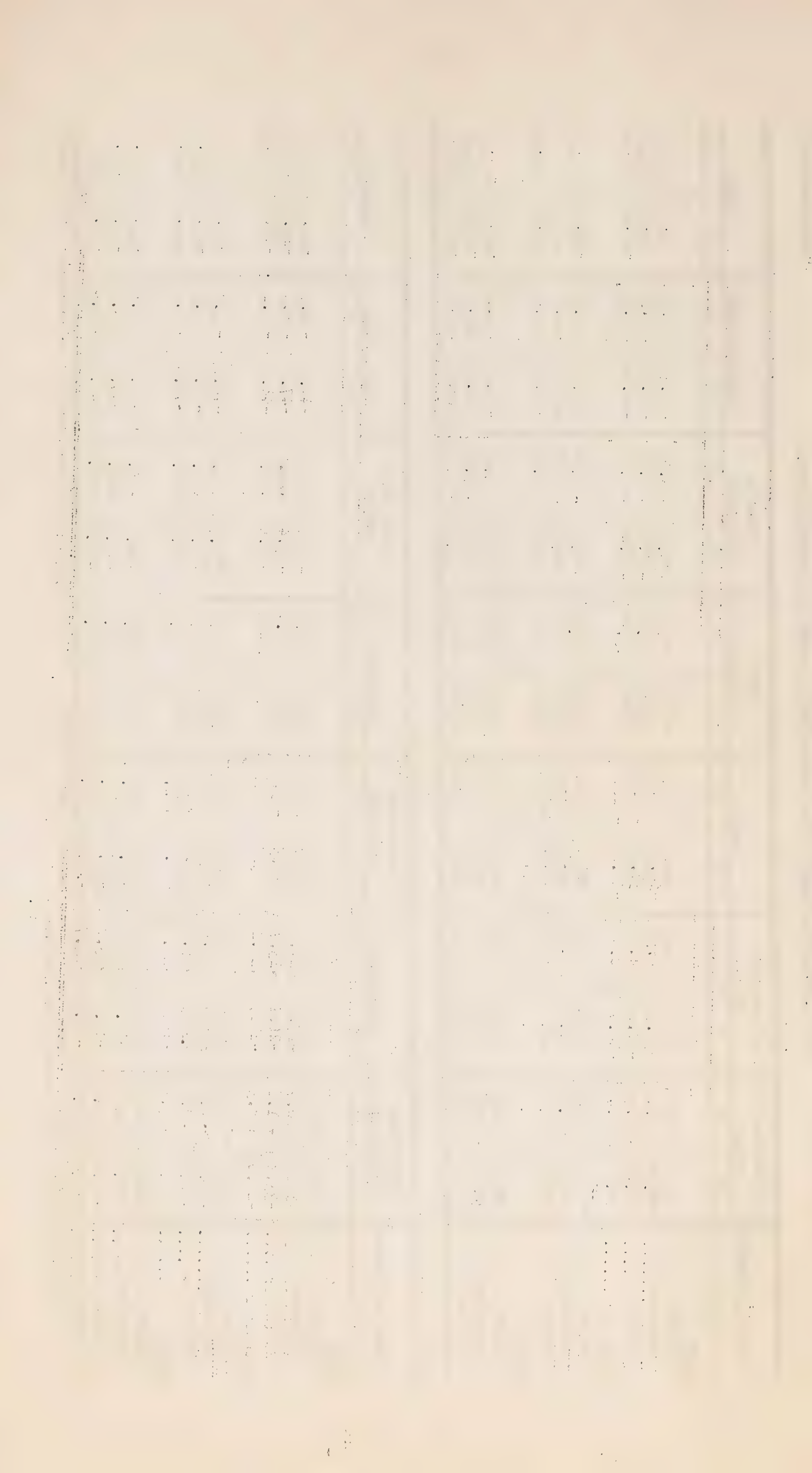
E. Percentage change from corresponding month in preceding year.

(Supplementary)

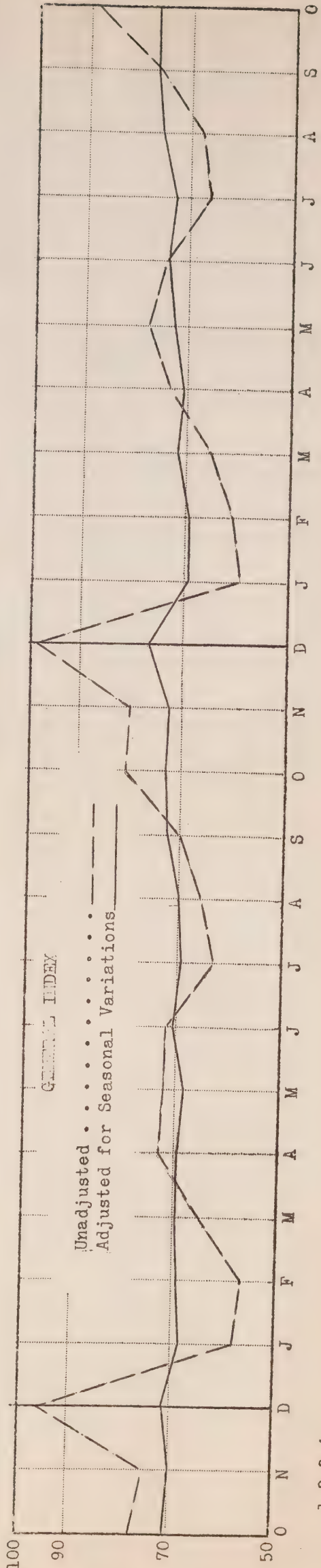
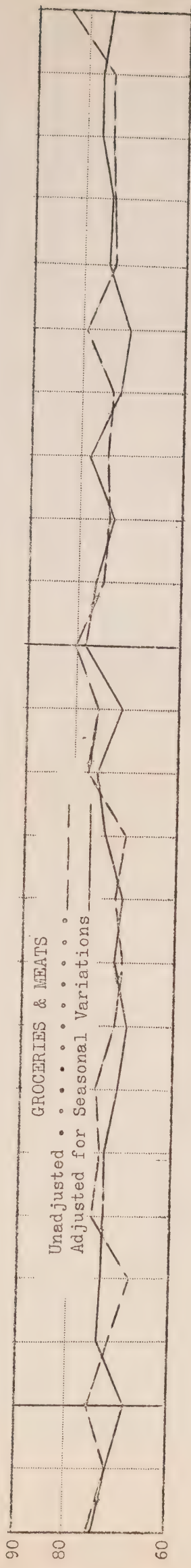
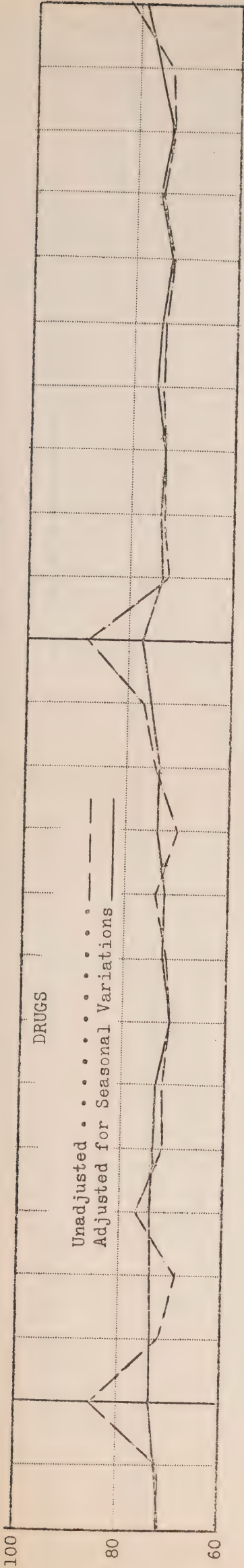
Year and Month	General Index		Boots and Shoes		Candy		Men's Clothing		Women's Clothing		Departmental		Drugs	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
1934														
August	-29.7	+ 3.4	-36.5	+ 4.5	-44.7	+ 0.7	-38.3	+ 6.1	-35.6	+13.9	-28.3	+ 3.3	-31.7	+ 3.7
September	-28.4	+ 0.3	-20.0	+ 4.8	-38.3	+ 5.9	-32.7	+ 0.2	-34.4	+ 5.5	-27.7	+ 1.3	-25.3	+ 0.7
October	-27.9	+ 5.4	-30.4	+ 0.9	-35.0	+ 1.4	-26.8	+13.6	-37.4	+ 7.8	-28.4	+ 3.3	-27.0	+ 5.4
1935														
August	-27.6	+ 3.0	-31.7	+ 7.6	-44.1	+ 1.0	-31.8	+10.5	-37.8	+ 3.4	-26.6	+ 2.4	-28.1	+ 5.3
September	-28.5	+ 0.1	-23.2	+ 3.9	-40.1	+ 3.0	-28.7	+ 6.1	-40.8	+ 9.7	-28.3	+ 0.8	-25.3	+ 3.6
October	-25.0	+ 4.1	-27.7	+ 3.8	-33.9	+ 1.8	-24.4	+ 3.3	-35.8	+ 2.6	-25.2	+ 4.4	-24.3	+ 3.6
1936														
August	-24.7	+ 4.0	-33.8	+ 3.0	-44.9	+ 1.5	-34.5	+ 4.0	-36.9	+ 1.4	-23.7	+ 4.0	-29.1	+ 1.5
September	-21.6	+ 9.6	-17.2	+ 7.7	-37.4	+ 4.6	-18.6	+14.1	-35.5	+ 9.0	-21.0	+10.2	-21.2	+ 5.4
October	-17.9	+ 9.4	-15.3	+17.1	-31.5	+ 3.7	-9.4	+19.9	-31.7	+ 6.3	-19.1	+ 8.1	-16.7	+10.1

Year and Month	Dyers and Cleaners		Furniture		Groceries and Meats		Hardware		Music and Radio		Restaurants		Variety	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
1934														
August	-18.7	+10.9	-25.9	+17.5	-26.7	+ 0.7	-24.4	+10.2	-51.9	+17.4	-47.0	+ 0.7	-21.2	+ 6.9
September	-33.2	+ 1.8	-26.2	+13.7	-26.5	+ 5.6	-21.8	+ 9.4	-53.4	+20.5	-47.6	+ 6.9	-13.9	+ 0.9
October	-26.0	+ 8.3	-28.9	+18.2	-23.5	+ 5.2	-19.5	+14.3	-58.5	+35.6	-46.5	+ 3.1	-18.1	+ 6.8
1935														
August	-20.4	+ 2.0	-19.7	+ 8.4	-25.0	+ 2.3	-18.3	+ 8.0	-49.9	+ 4.1	-48.8	+ 3.3	-15.1	+ 7.7
September	-30.1	+ 4.5	-19.6	+ 9.0	-26.6	+ 0.1	-18.9	+ 3.7	-53.9	+ 0.9	-47.2	+ 0.8	-16.1	+ 2.5
October	-23.3	+ 3.6	-16.6	+17.3	-21.4	+ 2.7	-17.0	+ 3.1	-52.0	+15.8	-15.4	+ 2.1	-14.2	+ 4.8
1936														
August	-20.3	+ 0.1	-15.3	+ 5.5	-21.5	+ 4.6	-2.2	+19.7	-54.6	+ 9.4	-46.9	+ 3.6	-11.7	+ 4.1
September	-27.0	+ 4.6	-16.6	+ 3.8	-21.0	+ 7.6	+ 3.6	+27.8	-44.2	+21.0	-44.9	+ 4.3	-7.9	+ 9.8
October	-27.1	+ 5.0	-5.2	+13.7	-15.1	+ 8.0	+ 3.0	+24.1	-50.2	+ 3.8	-45.2	+ 0.4	-4.6	+11.3

N.B. These percentage changes are based upon actual monthly sales figures. No allowances have been made for differences in the number of working days or for seasonal variations.



INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)

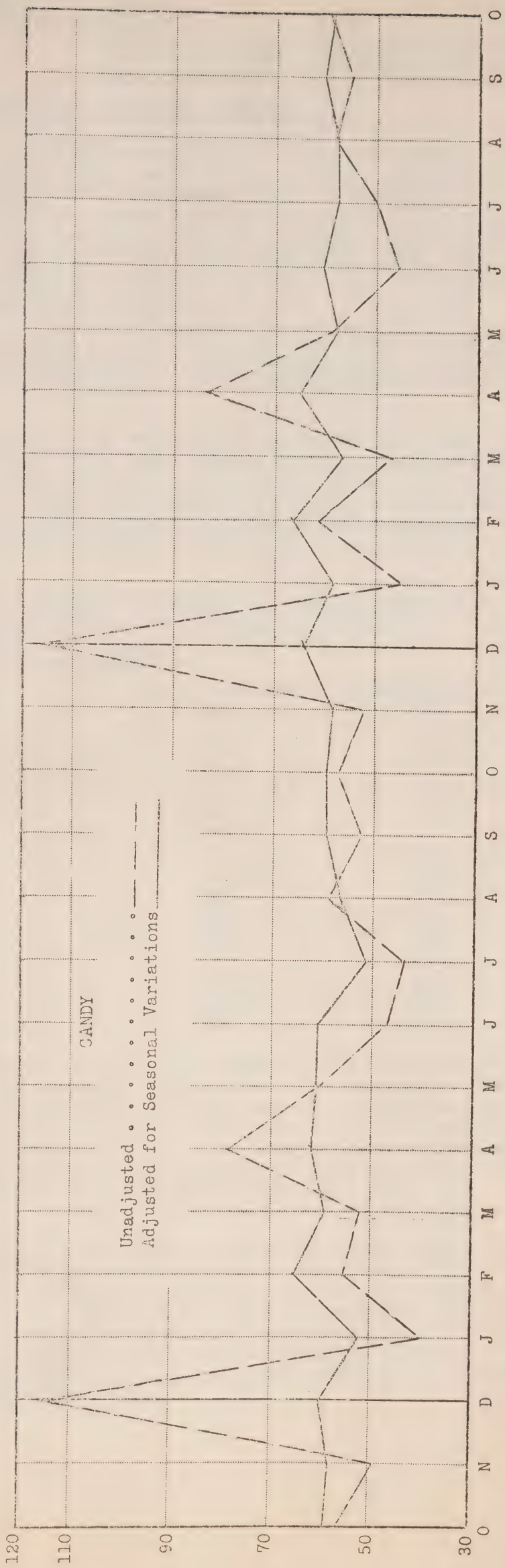
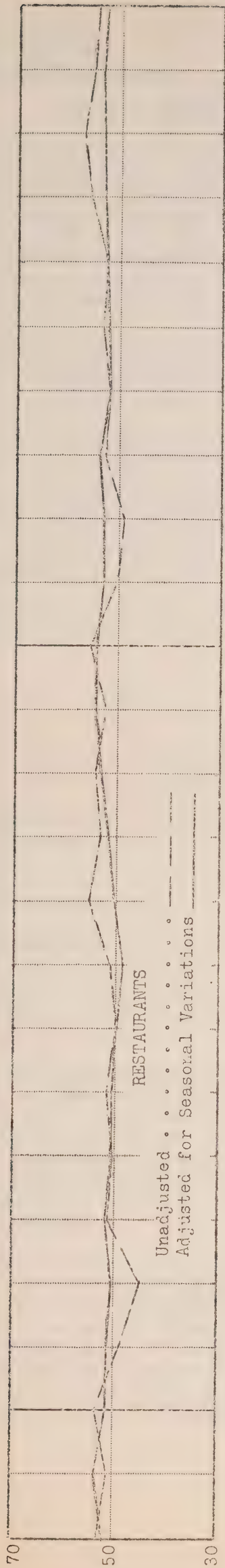


1934

1935

1936

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



1934

1935

1936



MINISTER OF TRADE AND COMMERCE
DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA.

GOVT PUBLNS

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CHANGES IN THE VALUE OF RETAIL SALES, NOVEMBER, 1936

Average daily retail sales for November were 5.7 per cent greater than for the same month last year, while sales for the eleven months ending November advanced 4.6 per cent as compared with the same period of 1935. The general index of retail sales adjusted for number of business days and for normal seasonal variations, and based on the average of 1930 as 100, was 76.6 for November, 1936, and 72.5 for November, 1935. The average for the eleven-month periods was 73.4 for 1936 and 70.2 for 1935. The November figure is only 0.4 per cent lower than the 76.9 recorded during both September and October, which was the highest point for this year.

Owing to the fact that there were four Saturdays and five Sundays in November this year and five Saturdays and four Sundays in the same month last year, the unadjusted index number for November, 78.6, shows a decrease of 1.9 per cent in value of sales as compared with November, 1935.

Of the thirteen sub-groups covered by this report, ten groups show improvement for November over November, 1935. The adjusted index numbers show that hardware sales increased by 26 per cent; boots and shoes, 13 per cent; furniture, 10 per cent; groceries and meats, 9 per cent; men's clothing, 9 per cent; variety stores, 9 per cent; women's clothing, 6 per cent; restaurants, 3 per cent; drugs, 2 per cent; and departmental stores, 1 per cent. Music and radio sales decreased by 4 per cent; candy sales, 4 per cent; and dyers and cleaners, 17 per cent.

For the eleven-month period, January to November, all groups register gains for 1936 over 1935. The average for each group for both years is shown below:

Cumulative Indexes

	January-November 1935	January-November 1936
General	70.2	73.4
Boots and shoes	71.1	74.1
Candy	58.9	59.9
Men's clothing	66.5	68.6
Women's clothing	60.1	62.3
Departmental	70.9	73.2
Drugs	73.4	75.1
Dyers and cleaners	74.2	76.1
Furniture	71.8	77.1
Groceries and meats	72.2	75.3
Hardware	80.0	94.4
Music and radio	44.8	48.4
Restaurants	51.4	53.3
Variety	82.9	87.0

These statistics are calculated from returns furnished by 37 large departmental firms and 169 chains comprising more than 3,300 stores. The average for 1930 has been taken as 100. Three series of index numbers for each kind of business are shown in the tables following. The first series is unadjusted. The second series is computed on an average daily basis and makes allowance not only for the varying number of business days in the different months but also for the varying sales importance of the days of the week. The third series is corrected for number of business days and also for seasonal variations.

This bulletin shows, on page 5, a supplementary table for firms wishing to compare the value of sales in any one month, first, with the corresponding month of 1930 and, second, with the corresponding month of the preceding year. The percentage changes are based upon the actual value of sales during each month and no corrections have been made for differences in the number of business days and for normal seasonal variations. A comparison with the corresponding month of 1930 for each sub-group is given in Column D of this table, while a comparison with the corresponding month in the preceding year is shown in Column E.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (206 Firms)			Boots and Shoes (16 Chains)			Candy (6 Chains)			Men's Clothing (15 Chains)			Women's Clothing (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
November ...	74.9	74.1	69.9	70.5	70.2	65.0	49.2	49.8	57.9	86.0	85.0	68.0	60.6	59.8	64.3
December ...	96.1	95.4	71.7	121.5	117.0	82.9	115.4	112.0	60.2	94.7	92.9	72.6	122.2	119.8	64.7
1935															
January	57.8	57.3	68.3	43.9	43.9	66.5	39.8	39.4	52.5	44.8	44.6	67.6	38.3	38.1	55.3
February ...	56.4	60.2	69.2	36.4	38.7	60.4	55.6	60.3	65.5	39.6	42.1	67.8	39.4	41.8	61.5
March	64.9	62.0	69.6	61.2	57.6	77.9	52.2	50.3	59.2	53.2	50.1	64.2	51.6	48.5	63.9
April	73.0	75.8	69.6	83.1	86.1	73.0	78.9	80.8	62.2	84.9	89.1	65.0	70.6	74.0	59.7
May	72.3	71.7	68.3	80.9	80.9	69.2	60.8	59.7	61.0	71.4	71.1	60.8	61.0	60.7	55.2
June	72.0	71.5	70.8	109.8	106.5	80.1	47.1	46.9	61.0	75.3	73.6	63.5	69.5	67.8	56.5
July	62.5	62.3	69.3	70.0	70.6	69.2	44.0	43.8	51.5	57.7	57.7	67.9	56.3	56.3	60.5
August	65.3	60.6	69.6	62.6	57.2	68.9	59.2	55.4	56.6	50.3	46.0	65.6	50.5	46.1	60.6
September ..	69.6	74.0	72.5	68.7	73.0	75.3	52.6	55.4	59.6	59.5	63.3	68.8	52.1	55.3	61.5
October	80.9	78.1	73.0	70.7	69.1	71.2	57.4	56.8	59.8	88.0	85.4	68.9	62.1	60.1	62.6
November ...	80.1	76.9	72.5	79.6	74.9	69.4	52.3	50.4	58.6	94.1	88.6	70.9	62.9	59.1	63.5
December ...	98.9	102.1	76.8	117.2	121.0	85.8	116.8	119.7	64.3	100.4	104.5	81.6	121.7	126.6	68.4
1936															
January	59.1	58.3	69.4	40.8	40.7	61.7	44.7	43.9	58.6	47.1	46.6	70.6	39.8	39.3	57.0
February ...	60.8	60.4	69.4	41.4	40.2	62.8	61.6	61.5	66.8	41.8	40.9	65.9	41.6	40.6	59.7
March	65.2	65.4	71.8	61.4	61.7	79.1	47.5	48.7	57.2	55.8	56.3	67.0	47.9	48.3	60.3
April	73.4	75.7	70.8	81.5	84.1	73.8	83.8	85.2	65.5	81.3	84.3	64.3	73.5	76.1	63.4
May	77.8	76.6	72.9	97.6	98.4	84.1	59.1	57.0	58.2	80.3	77.3	66.0	68.8	66.1	60.1
June	74.7	75.0	74.2	107.0	107.5	80.8	45.8	47.0	61.0	72.8	73.4	63.2	70.2	70.7	58.9
July	66.3	65.4	72.7	69.5	69.3	67.9	49.9	49.1	57.7	54.0	53.4	62.8	61.5	60.7	65.3
August	67.5	65.7	75.5	60.7	57.1	68.8	58.3	56.6	57.8	48.2	46.1	65.8	51.2	48.8	64.2
September ..	76.3	78.4	76.9	73.5	76.6	78.9	55.1	56.2	60.4	67.5	69.1	75.2	56.9	58.2	64.6
October	88.7	82.3	76.9	83.0	75.9	78.2	60.6	56.8	59.8	104.4	95.4	77.0	67.9	62.0	64.6
November ...	78.6	81.2	76.6	82.6	84.9	78.6	45.8	48.2	56.1	93.1	96.5	77.2	60.5	62.6	67.4

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (37 Firms)			Drugs (23 Chains)			Dyers and Cleaners (8 Chains)			Furniture (7 Chains)			Groceries and Meats (34 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
November	83.1	81.7	71.7	71.5	72.2	72.2	69.7	68.5	76.1	72.3	71.7	69.6	71.7	70.8	71.6
December	114.3	115.5	76.0	85.4	84.0	73.6	59.1	60.4	78.5	79.4	75.3	71.0	75.3	73.0	68.2
1935															
January	54.1	53.4	66.7	72.1	70.6	73.6	51.7	50.8	71.6	44.8	71.7	66.3	71.7	71.7	73.9
February	54.4	57.9	69.0	68.9	74.7	73.9	44.7	47.6	68.1	55.6	67.6	71.3	67.6	71.8	73.2
March	61.4	59.7	67.1	76.8	74.8	74.1	64.1	63.0	70.0	63.7	75.2	68.6	75.2	70.0	72.9
April	72.6	74.9	72.7	71.7	73.0	73.8	96.3	98.4	70.3	74.8	73.9	71.8	73.9	78.1	73.0
May	70.5	69.6	68.2	72.0	70.4	73.3	93.7	92.1	73.7	77.4	74.8	66.1	74.8	74.7	70.5
June	72.1	72.8	75.1	70.7	71.3	70.6	90.0	92.0	82.9	70.8	71.4	71.0	71.4	68.9	68.9
July	55.4	54.9	68.6	71.4	70.4	72.5	77.6	76.3	77.9	59.2	69.9	73.3	69.9	70.4	71.8
August	60.4	56.6	70.8	74.1	70.8	72.2	76.5	72.4	75.4	78.6	71.5	72.2	71.5	64.6	70.2
September	71.6	76.3	73.4	69.8	72.6	74.1	83.2	88.6	73.2	85.0	69.6	74.2	69.6	73.9	73.9
October	87.6	83.6	72.7	74.4	72.9	73.6	88.1	83.4	75.1	93.6	77.3	76.0	77.3	75.4	75.4
November	88.5	86.0	75.4	76.8	75.7	75.7	71.1	69.9	77.6	84.7	75.4	79.4	75.4	70.1	70.8
December	116.5	119.6	78.7	87.9	88.4	77.5	56.6	57.8	75.1	85.8	80.3	79.0	80.3	83.9	78.4
1936															
January	53.6	52.7	65.9	72.6	70.9	73.8	51.9	51.0	71.8	48.1	75.2	71.1	75.2	74.2	76.5
February	57.8	58.4	69.5	73.7	75.3	74.6	48.8	49.9	71.3	59.6	74.2	72.0	74.2	71.6	73.1
March	62.5	61.9	72.0	73.8	74.2	73.5	68.4	67.2	70.7	63.0	74.8	69.3	74.8	76.0	78.3
April	72.1	74.0	69.8	74.3	75.2	75.9	112.0	114.5	84.8	76.3	73.8	73.2	73.8	76.7	72.4
May	74.7	75.2	73.8	74.1	72.1	75.1	105.6	107.9	86.3	87.9	79.3	76.0	79.3	75.1	70.9
June	73.4	72.7	75.0	72.5	73.8	73.1	90.9	89.3	80.5	78.8	74.1	78.1	74.1	75.2	75.2
July	57.7	56.8	71.0	75.1	73.3	75.6	82.7	81.3	82.9	67.0	74.2	83.0	74.2	73.3	74.7
August	62.8	61.3	76.6	73.0	71.7	73.2	76.6	75.2	78.3	82.1	74.8	80.7	74.8	70.9	77.0
September	78.8	80.9	77.8	73.6	74.5	76.0	87.0	88.9	73.4	87.9	74.9	74.0	74.9	77.0	77.0
October	94.7	88.7	77.1	81.5	77.8	78.6	84.4	79.9	72.0	105.9	83.5	84.0	83.5	75.5	75.5
November	85.0	87.3	76.5	74.1	77.1	77.1	57.0	58.2	64.7	87.3	73.6	87.0	73.6	76.5	77.3

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (16 Chains)			Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (9 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
1934												
November	69.4	68.2	72.6	59.6	58.8	41.7	51.2	51.8	53.9	83.9	83.7	82.9
December	79.9	81.7	80.1	67.4	69.2	43.8	53.7	52.9	51.8	159.6	155.1	83.8
1935												
January	52.4	51.5	80.5	37.2	36.7	44.2	49.0	48.1	51.7	53.2	53.3	79.5
February	49.8	53.0	78.0	36.1	38.6	44.4	44.9	48.7	50.8	57.7	61.5	83.1
March	62.3	61.2	79.5	39.7	39.2	47.8	51.4	50.5	52.0	67.5	63.7	80.6
April	80.6	82.4	78.5	35.5	36.4	45.0	50.7	51.4	50.9	77.9	80.9	87.0
May	102.4	100.8	74.1	43.0	42.4	48.8	51.9	50.8	50.8	79.5	79.7	76.6
June	87.2	89.2	77.6	30.1	30.9	43.5	49.8	50.7	50.2	88.6	86.1	83.6
July	82.9	83.5	81.1	26.6	26.2	40.4	51.2	50.2	48.8	82.8	83.3	83.3
August	84.1	81.6	80.0	35.2	33.4	44.0	55.4	53.6	50.6	83.7	76.6	83.3
September	90.7	99.1	81.2	52.3	55.9	40.8	53.0	54.5	51.9	77.9	83.0	85.5
October	95.5	92.6	82.7	66.6	63.3	48.0	54.3	53.3	53.3	90.4	88.1	83.9
November	81.4	82.1	87.3	66.0	65.1	46.2	52.5	52.6	54.7	91.3	86.1	85.2
December	77.9	81.7	80.1	67.7	69.5	44.0	55.7	55.4	54.3	164.0	169.7	91.7
1936												
January	54.5	54.9	85.8	43.2	42.6	51.4	50.4	49.3	53.0	53.4	53.3	79.6
February	51.9	54.4	80.0	40.4	41.5	47.7	49.0	50.8	53.0	60.8	59.1	79.8
March	69.0	69.6	90.4	36.6	36.2	44.1	52.7	52.4	54.0	65.1	65.5	81.8
April	86.5	90.7	86.4	36.9	37.8	46.7	51.7	52.4	51.9	80.4	83.2	90.5
May	115.3	120.9	88.9	50.1	51.5	59.1	53.3	52.3	52.3	91.2	88.3	84.9
June	110.0	110.9	96.4	34.9	34.5	48.5	52.4	53.1	52.6	93.1	93.6	90.9
July	97.9	98.7	95.8	34.1	33.6	51.7	55.8	54.6	53.0	88.8	88.7	88.7
August	101.5	102.3	100.3	31.9	31.5	41.5	57.3	56.4	53.2	87.1	82.5	89.6
September	116.5	122.1	100.1	63.3	64.9	47.4	55.3	56.1	53.4	85.5	88.4	91.1
October	120.2	116.7	104.2	69.8	66.3	50.3	55.1	53.4	53.4	100.7	92.2	87.8
November	98.5	103.3	109.9	61.0	62.6	44.4	52.7	54.2	56.4	90.6	93.7	92.8

(Supplementary)

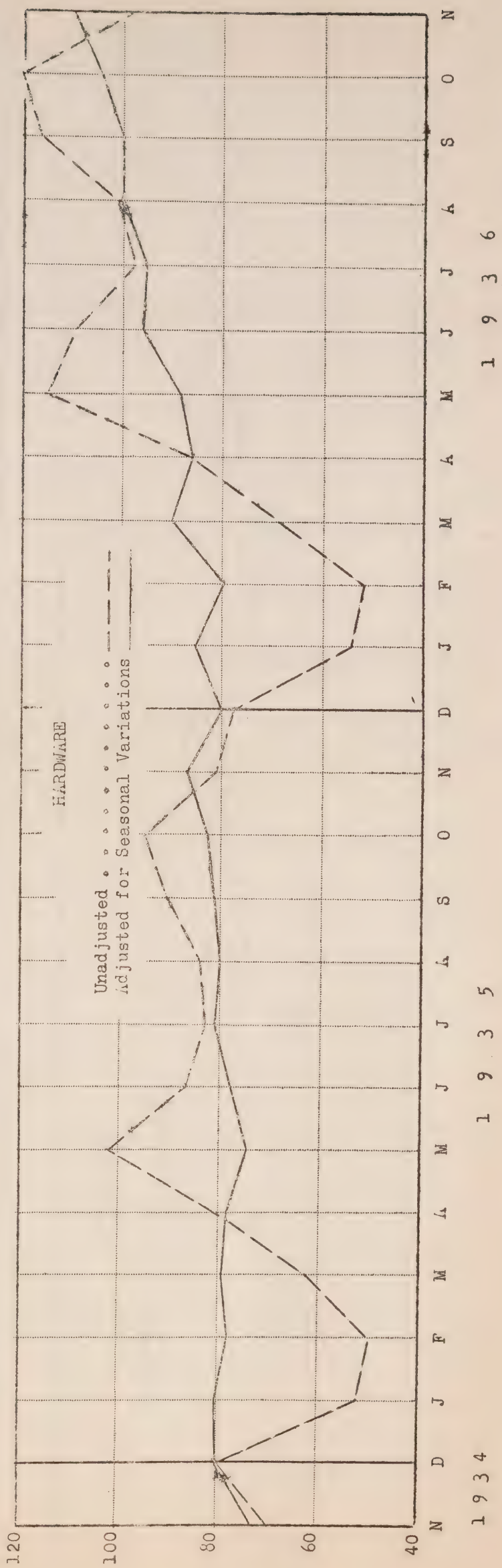
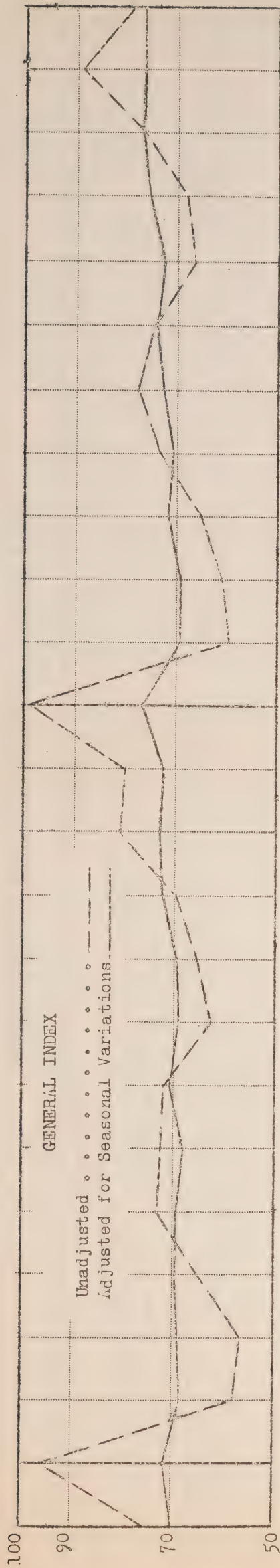
D. Percentage change from corresponding month in 1930.
E. Percentage change from corresponding month in preceding year.

Year and Month	General Index		Boots and Shoes		Candy		Men's Clothing		Women's Clothing		Departmental		Drugs	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
1934														
September	-28.4	- 0.3	-20.0	+ 4.8	-38.3	- 5.9	-32.7	+ 0.2	-34.4	+ 5.5	-27.7	+ 1.3	-25.3	+ 0.7
October	-27.9	+ 5.4	-30.4	+ 0.9	-35.0	- 1.4	-26.8	+13.6	-37.4	+ 7.8	-28.4	+ 3.3	-27.0	+ 5.4
November	-24.0	+ 4.9	-29.5	-15.0	-39.3	- 1.4	-11.6	+11.8	-29.5	+11.4	-19.9	+ 6.9	-23.5	+ 2.0
1935														
September	-28.5	- 0.1	-23.2	- 3.9	-40.1	- 3.0	-28.7	+ 6.1	-40.8	- 9.7	-28.3	- 0.8	-25.3	-
October	-25.0	+ 4.1	-27.7	+ 3.8	-33.9	+ 1.8	-24.4	+ 3.3	-35.8	+ 2.6	-25.2	+ 4.4	-24.3	+ 3.6
November	-18.8	+ 6.9	-20.4	+12.9	-35.5	+ 6.3	- 3.3	+ 9.4	-26.8	+ 3.8	-14.7	+ 6.5	-17.9	+ 7.4
1936														
September	-21.6	+ 9.6	-17.8	+ 7.0	-37.2	+ 4.8	-19.1	+13.4	-35.3	+ 9.2	-21.1	+10.1	-21.2	+ 5.4
October	-17.7	+ 9.6	-15.1	+17.4	-30.2	+ 5.6	-10.3	+18.6	-29.8	+ 9.3	-19.1	+ 8.1	-17.1	+ 9.5
November	-20.3	- 1.9	-17.4	+ 3.8	-43.5	-12.4	- 4.3	- 1.1	-29.6	- 3.8	-18.0	- 4.0	-20.7	- 3.5

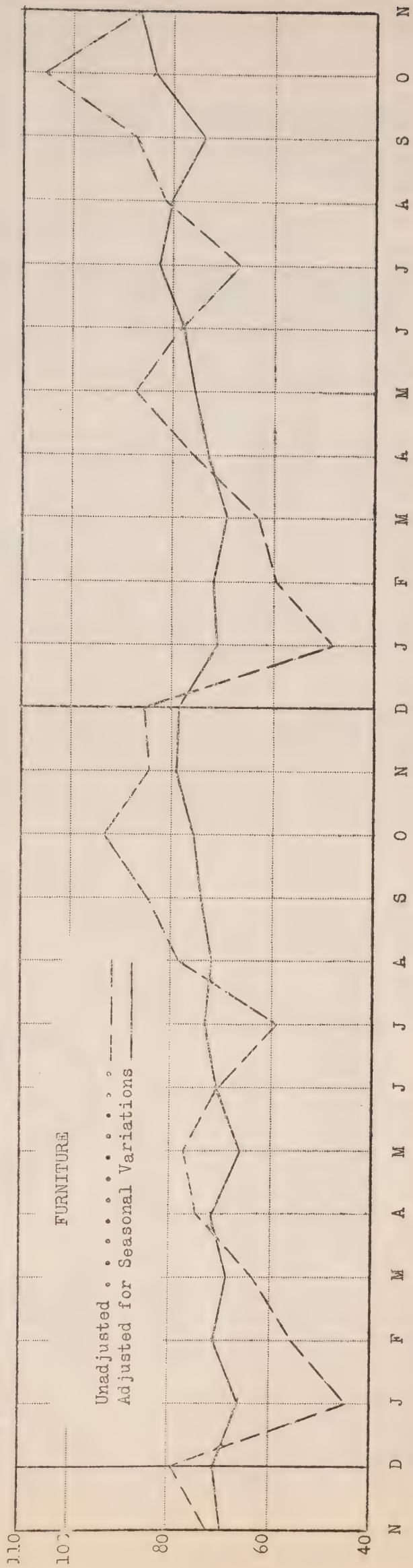
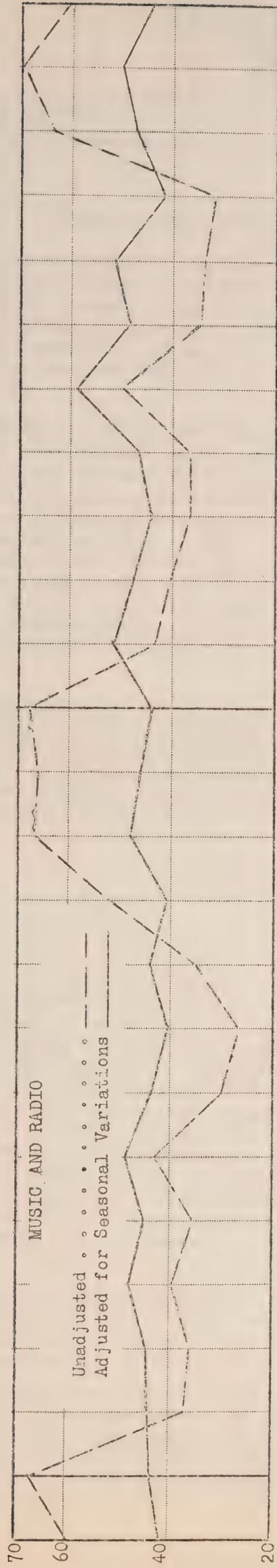
Year and Month	Dyers and Cleaners		Furniture		Groceries and Meats		Hardware		Music and Radio		Restaurants		Variety	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
1934														
September	-33.2	- 1.8	-26.2	+13.7	-26.5	- 5.6	-21.8	+ 9.4	-53.4	+20.5	-47.6	- 6.9	-13.9	+ 0.9
October	-26.0	+ 8.3	-28.9	+18.2	-23.5	+ 5.2	-19.5	+14.3	-58.5	+35.6	-46.5	- 3.1	-18.1	+ 6.8
November	-14.2	+12.8	-32.3	+28.9	-24.8	-	-31.2	+ 7.6	-56.5	+19.9	-41.4	- 1.3	-17.4	+ 8.7
1935														
September	-30.1	+ 4.5	-19.6	+ 9.0	-26.6	- 0.1	-18.9	+ 3.7	-53.9	- 0.9	-47.2	+ 0.8	-16.1	- 2.5
October	-23.3	+ 3.6	-16.6	+17.3	-21.4	+ 2.7	-17.0	+ 3.1	-52.0	+15.8	-45.4	+ 2.1	-14.2	+ 4.8
November	-12.4	+ 2.0	-20.7	+17.2	-20.9	+ 5.2	-19.3	+17.3	-51.9	+10.7	-39.9	+ 2.5	-10.1	+ 8.8
1936														
September	-27.0	+ 4.6	-16.8	+ 3.4	-21.0	+ 7.6	+ 4.1	+28.4	-44.2	+21.0	-44.9	+ 4.3	- 7.9	+ 9.8
October	-26.5	- 4.2	- 5.6	+13.1	-15.0	+ 8.2	+ 4.4	+25.9	-49.7	+ 4.8	-44.6	+ 1.5	- 4.5	+11.4
November	-29.8	-19.8	-18.3	+ 3.1	-22.8	- 2.4	- 2.4	+21.0	-55.5	- 7.6	-39.7	+ 0.4	-10.8	- 0.8

N.B. These percentage changes are based upon actual monthly sales figures. No allowances have been made for differences in the number of working days or for seasonal variations.

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



1934

1 9 3 5

1 9 3 6



DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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CHANGES IN THE VALUE OF RETAIL SALES, DECEMBER, 1936.

A sharp upturn in consumer purchasing during December brought the dollar value of retail trade to a higher level than that recorded for any month since December, 1931, according to index numbers compiled by the Dominion Bureau of Statistics. Sales were 10 per cent greater than in December, 1935, 13 per cent above 1934, and almost 22 per cent above 1933, although still 14 per cent below the December, 1930 figure. The general index (unadjusted) for December 1936 on the basis of the average monthly sales for 1930 as 100 stands at 108.9.

December sales showed far more than the customary seasonal advance from the autumn months. The general index (corrected for differences in number of business days and also for normal seasonal variations as determined by the experience of the past seven years) had remained relatively constant at 77 from September to November, but rose to 81.8 in December. When allowances are made for differences in number of business days and for normal seasonal variations, only two groups, boots and shoes and hardware, declined from the November level. Of the eleven groups for which increased sales are reported, the best improvement was shown for dyers and cleaners, men's clothing, candy, women's clothing and music and radio in the order named. Grocery and departmental stores each registered a 8 per cent advance in sales, while variety store sales rose 7.3 per cent. Drug store sales increased 5.1 per cent, furniture, 3.9 per cent, and restaurant sales rose a fraction of 1 per cent.

The cumulative general index was 70.8 for 1935 and 74.1 for 1936, indicating that retail sales as a whole for those lines of business covered by these monthly surveys were 4.7 per cent greater during the latter year. Increases in dollar value of sales during 1936 were reported by all types of retail outlets covered by the report, with hardware stores, furniture stores and variety stores reporting the best advances over 1935. The averages of the adjusted indexes for each group for 1935 and 1936 are shown below:

Cumulative Indexes

	January-December 1935	January-December 1936
General	70.8	74.1
Boots and shoes	72.2	74.6
Candy	59.3	60.4
Men's clothing	57.7	70.1
Women's clothing	60.8	63.1
Departmental	71.5	74.0
Drugs	73.7	75.6
Dyers and cleaners	74.2	77.5
Furniture	71.1	78.3
Groceries and meats	72.7	75.9
Hardware	80.1	95.5
Music and radio	44.8	48.5
Restaurants	51.7	53.6
Variety	83.6	88.1

On page 6 of this bulletin is shown a new series of index numbers of furniture store sales. The scope of the index has been increased to cover sales of nineteen large independent furniture retailers as well as the sales of the seven chains which reported to the Bureau previously. Figures are given by months commencing with January, 1930.

Three series of index numbers for each kind of business are shown in the tables following. The first series is unadjusted. The second series is computed on an average daily basis and makes allowance not only for the varying number of business days in the different months but also for the varying sales importance of the days of the week. The third series is corrected for number of business days and also for seasonal variations.

INDEX NUMBERS OF RETAIL SALES (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (225 Firms)			Boots and Shoes (16 Chains)			Candy (6 Chains)			Men's Clothing (15 Chains)			Women's Clothing (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
December	96.1	95.4	71.7	121.5	117.0	82.9	115.4	112.0	60.2	94.7	92.9	72.6	122.2	119.8	64.7
1935															
January	57.8	57.3	68.3	43.9	43.9	66.5	39.8	39.4	52.5	44.8	44.6	67.6	38.3	38.1	55.3
February	56.4	60.2	69.2	36.4	38.7	60.4	55.6	60.3	65.5	39.6	42.1	67.8	39.4	41.8	61.5
March	64.9	62.0	69.6	61.2	57.6	77.9	52.2	50.3	59.2	53.2	50.1	64.2	51.6	48.5	63.9
April	73.0	75.8	69.6	83.1	86.1	73.0	78.9	80.8	62.2	84.9	89.1	65.0	70.6	74.0	59.7
May	72.3	71.7	68.3	80.9	80.9	69.2	60.8	59.7	61.0	71.4	71.1	60.8	61.0	60.7	55.2
June	72.0	71.5	70.8	109.8	106.5	80.1	47.1	46.9	61.0	75.3	73.6	63.5	69.5	67.8	56.5
July	62.5	62.3	69.3	70.0	70.6	69.2	44.0	43.8	51.5	57.7	57.7	67.9	56.3	56.3	60.5
August	65.3	60.6	69.6	62.6	57.2	68.9	59.2	55.4	56.6	50.3	46.0	65.6	50.5	46.1	60.6
September	69.6	74.0	72.5	68.7	73.0	75.3	52.6	55.4	59.6	59.5	63.3	68.8	52.1	55.3	61.5
October	80.9	78.1	73.0	70.7	69.1	71.2	57.4	56.8	59.8	88.0	85.4	68.9	62.1	60.1	62.6
November	80.1	76.9	72.5	79.6	74.9	69.4	52.3	50.4	58.6	94.1	88.6	70.9	62.9	59.1	63.5
December	98.9	102.1	76.8	117.2	121.0	85.8	116.8	119.7	64.3	100.4	104.5	81.6	121.7	126.6	68.4
1936															
January	59.1	58.3	69.4	40.8	40.7	61.7	44.7	43.9	58.6	47.1	46.6	70.6	39.8	39.3	57.0
February	60.8	60.4	69.4	41.4	40.2	62.8	61.6	61.5	66.8	41.8	40.9	65.9	41.6	40.6	59.7
March	65.2	65.4	71.8	61.4	61.7	79.1	47.5	48.7	57.2	55.8	56.3	67.0	47.9	48.3	60.3
April	73.4	75.7	70.8	81.5	84.1	73.8	83.8	85.2	65.5	81.3	84.3	64.3	73.5	76.1	63.4
May	77.8	76.6	72.9	97.6	98.4	84.1	59.1	57.0	58.2	80.3	77.3	66.0	68.8	66.1	60.1
June	74.7	75.0	74.2	107.0	107.5	80.8	45.8	47.0	61.0	72.8	73.4	63.2	70.2	70.7	58.9
July	66.3	65.4	72.7	69.5	69.3	67.9	49.9	49.1	57.7	54.0	53.4	62.8	61.5	60.7	65.3
August	67.9	65.7	75.5	60.7	57.1	68.8	58.3	56.6	57.8	48.2	46.1	65.8	51.2	48.8	64.2
September	76.3	78.4	76.9	73.5	76.6	78.9	55.1	56.2	60.4	67.5	69.1	75.2	56.9	58.2	64.6
October	88.7	82.3	76.9	83.0	75.9	78.2	60.6	56.8	59.8	104.4	95.4	77.0	67.9	62.0	64.6
November	78.6	81.2	76.6	83.9	86.3	79.9	46.9	49.5	57.5	92.8	96.2	76.9	59.4	61.5	66.1
December	108.9	108.8	81.8	109.9	110.8	78.6	120.4	119.2	64.1	109.4	110.2	86.1	134.2	135.0	73.0

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (37 Firms)			Drugs (23 Chains)			Dyers and Cleaners (8 Chains)			Furniture (26 Firms)			Groceries and Meats (34 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1934															
December	114.3	115.5	76.0	85.4	84.0	73.6	59.1	60.4	78.5	76.4	76.6	69.0	75.3	73.0	68.2
1935															
January	54.1	53.4	66.7	72.1	70.6	73.6	51.7	50.8	71.6	43.8	43.4	65.7	71.7	71.7	73.9
February	54.4	57.9	69.0	68.9	74.7	73.9	44.7	47.6	68.1	55.6	59.2	71.3	67.6	71.8	73.2
March	61.4	59.7	67.1	76.8	74.8	74.1	64.1	63.0	70.0	62.2	60.2	69.2	75.2	70.0	72.9
April	72.6	74.9	72.7	71.7	73.0	73.8	96.3	98.4	70.3	81.2	83.3	71.2	73.9	78.1	73.0
May	70.5	69.6	68.2	72.0	70.4	73.3	93.7	92.1	73.7	83.9	83.1	65.9	74.8	74.7	70.5
June	72.1	72.8	75.1	70.7	71.3	70.6	90.0	92.0	82.9	69.1	69.2	69.9	71.4	68.9	68.9
July	55.4	54.9	68.6	71.4	70.4	72.5	77.6	76.3	77.9	55.5	54.9	70.4	69.9	70.4	71.8
August	60.4	56.5	70.8	74.1	70.8	72.2	76.5	72.4	75.4	76.5	71.5	71.5	71.5	64.6	70.2
September	71.6	75.3	73.4	59.8	72.6	74.1	82.2	88.6	73.2	80.7	85.9	71.6	69.6	73.9	73.9
October	87.6	83.6	72.7	74.4	72.3	73.6	88.1	83.4	75.1	89.2	85.4	76.2	77.3	75.4	75.4
November	88.5	86.0	75.4	75.8	75.7	75.7	71.1	69.9	77.6	77.9	75.1	74.4	75.4	70.1	70.8
December	116.5	119.6	78.7	87.9	88.4	77.5	56.6	57.8	75.1	81.7	84.1	75.8	80.3	83.9	78.4
1936															
January	53.6	52.7	65.9	72.6	70.9	73.8	51.9	51.0	71.8	46.9	46.4	70.3	75.2	74.2	76.5
February	57.8	58.4	69.5	73.7	75.3	74.6	48.8	49.9	71.3	59.0	59.1	71.1	74.2	71.6	73.1
March	62.5	61.9	72.0	73.8	74.2	73.5	68.4	67.2	70.7	62.1	61.4	70.6	74.8	76.0	78.3
April	72.1	74.0	69.8	74.3	75.2	75.9	112.0	114.5	84.8	86.1	88.3	75.5	73.8	76.7	72.4
May	74.7	75.2	73.8	74.1	72.1	75.1	105.6	107.9	86.3	94.1	94.2	74.8	79.3	75.1	70.9
June	73.4	72.7	75.0	72.5	73.8	73.1	90.9	89.3	80.5	76.3	75.5	76.2	74.1	75.2	75.2
July	57.7	56.8	71.0	75.1	73.3	75.6	82.7	81.3	82.9	62.5	61.8	79.3	74.2	73.3	74.7
August	62.8	61.3	76.6	73.0	71.7	73.2	76.6	75.2	78.3	79.8	79.9	79.9	74.8	70.9	77.0
September	78.8	80.9	77.8	73.8	74.6	76.2	87.0	88.9	73.4	91.6	93.9	78.3	74.9	77.0	77.0
October	94.7	88.7	77.2	81.6	77.9	78.7	84.4	79.9	72.0	104.2	97.4	87.0	83.4	75.4	75.4
November	85.1	87.4	76.7	74.1	77.0	77.0	57.0	58.2	64.7	85.0	87.2	86.3	73.6	76.5	77.3
December	126.9	125.8	82.8	94.2	92.3	80.9	73.4	72.1	93.6	100.6	99.5	89.7	88.1	89.4	83.5

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (16 Chains)			Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (9 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
<u>1934</u>												
December	79.9	81.7	80.1	67.4	69.2	43.8	53.7	52.9	51.8	159.6	155.1	83.8
<u>1935</u>												
January	52.4	51.5	80.5	37.2	36.7	44.2	49.0	48.1	51.7	53.2	53.3	79.5
February	49.8	53.0	78.0	36.1	38.6	44.4	44.9	48.7	50.8	57.7	61.5	83.1
March	62.3	61.2	79.5	39.7	39.2	47.8	51.4	50.5	52.0	67.5	63.7	80.6
April	80.6	82.4	78.5	35.5	36.4	45.0	50.7	51.4	50.9	77.9	80.9	87.0
May	102.4	100.8	74.1	43.0	42.4	48.8	51.9	50.8	50.8	79.5	79.7	76.6
June	87.2	89.2	77.6	30.1	30.9	43.5	49.8	50.7	50.2	88.6	86.1	83.6
July	82.9	83.5	81.1	26.6	26.2	40.4	51.2	50.2	48.8	82.8	83.3	83.3
August	84.1	81.6	80.0	35.2	33.4	44.0	55.4	53.6	50.6	83.7	76.6	83.3
September	90.7	99.1	81.2	52.3	55.9	40.8	53.0	54.5	51.9	77.9	83.0	85.5
October	95.5	92.6	82.7	66.6	63.3	48.0	54.3	53.3	53.3	90.4	88.1	83.9
November	81.4	82.1	87.3	66.0	65.1	46.2	52.5	52.6	54.7	91.3	86.1	85.2
December	77.9	81.7	80.1	67.7	69.5	44.0	55.7	55.4	54.3	164.0	169.7	91.7
<u>1936</u>												
January	54.5	54.9	85.8	43.2	42.6	51.4	50.4	49.3	53.0	53.4	53.3	79.6
February	51.9	54.4	80.0	40.4	41.5	47.7	49.0	50.8	53.0	60.8	59.1	79.8
March	69.0	69.6	90.4	36.6	36.2	44.1	52.7	52.4	54.0	65.1	65.5	81.8
April	86.5	90.7	86.4	36.9	37.8	46.7	51.7	52.4	51.9	80.4	83.2	90.5
May	115.3	120.9	88.9	50.1	51.5	59.1	53.3	52.3	52.3	91.2	88.3	84.9
June	110.0	110.9	96.4	34.9	34.5	48.5	52.4	53.1	52.6	93.1	93.6	90.9
July	97.9	98.7	95.8	34.1	33.6	51.7	55.8	54.6	53.0	88.8	88.7	88.7
August	101.5	102.3	100.3	31.9	31.5	41.5	57.3	56.4	53.2	87.1	82.5	89.6
September	116.5	122.1	100.1	63.3	64.9	47.4	55.3	56.1	53.4	85.5	88.4	91.1
October	120.2	116.7	104.2	69.8	66.3	50.3	54.6	52.9	52.9	100.7	92.2	87.8
November	99.6	104.4	111.1	60.9	62.6	44.4	53.1	54.6	56.8	90.5	93.7	92.7
December	108.0	108.9	106.7	78.2	77.2	48.9	59.2	58.1	57.0	183.0	184.1	99.5

D. Percentage change from corresponding month in 1930.
E. Percentage change from corresponding month in preceding year.

Year and Month	General Index		Boots and Shoes		Candy		Men's Clothing		Women's Clothing		Departmental		Drugs	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
1934														
October ...	-27.9	+ 5.4	-30.4	+ 0.9	-35.0	- 1.4	-26.8	+13.6	-37.4	+ 7.8	-28.4	+ 3.3	-27.0	+ 5.4
November ..	-24.0	+ 4.9	-29.5	-15.0	-39.3	- 1.4	-11.6	+11.8	-29.5	+11.4	-19.9	+ 6.9	-23.5	+ 2.0
December ..	-23.9	+ 7.5	- 7.2	+26.4	-28.8	+ 2.9	-13.7	+28.0	-19.9	+ 2.2	-21.0	+11.6	-21.7	+ 3.8
1935														
October ...	-25.0	+ 4.1	-27.7	+ 3.8	-33.9	+ 1.8	-24.4	+ 3.3	-35.8	+ 2.6	-25.2	+ 4.4	-24.3	+ 3.6
November ..	-18.8	+ 6.9	-20.4	+12.9	-35.5	+ 6.3	- 3.3	+ 9.4	-26.8	+ 3.8	-14.7	+ 6.5	-17.9	+ 7.4
December ..	-21.7	+ 2.9	-10.5	+ 3.5	-27.9	+ 1.2	- 8.5	+ 6.0	-19.2	+ 0.4	-19.5	+ 1.9	-19.4	+ 2.9
1936														
October ...	-17.8	+ 9.5	-15.1	+17.4	-30.2	+ 5.6	-10.3	+18.6	-29.8	+ 9.3	-19.1	+ 8.1	-17.0	+ 9.7
November ..	-20.3	+ 1.9	-16.1	+ 5.4	-42.2	-10.3	- 4.6	+ 1.4	-30.8	+ 5.6	-17.9	+ 3.8	-20.7	+ 3.5
December ..	-13.8	+10.1	-16.0	+ 6.2	-25.7	+ 3.1	- 0.3	+ 9.0	-10.9	+10.3	-12.3	+ 8.9	-13.6	+ 7.2

Year and Month	Dyers and Cleaners		Furniture		Groceries and Meats		Hardware		Music and Radio		Restaurants		Variety	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
1934														
October ...	-26.0	+ 8.3	-27.3	+22.5	-23.5	+ 5.2	-19.5	+14.3	-58.5	+35.6	-46.5	- 3.1	-18.1	+ 6.8
November ..	-14.2	+12.8	-31.3	+22.1	-24.8	- 4.2	-31.2	+ 7.6	-56.5	+19.9	-41.4	- 1.3	-17.4	+ 8.7
December ..	-20.0	+ 7.8	-32.8	+19.9	-28.5	- 4.2	-27.6	+27.0	-60.7	+25.3	-44.1	- 2.4	-14.2	+ 9.9
1935														
October ...	-23.3	+ 3.6	-16.1	+15.4	-21.4	+ 2.7	-17.0	+ 3.1	-52.0	+15.8	-45.4	+ 2.1	-14.2	+ 4.8
November ..	-12.4	+ 2.0	-24.2	+10.3	-20.9	+ 5.2	-19.3	+17.3	-51.9	+10.7	-39.9	+ 2.5	-10.1	+ 8.8
December ..	-23.4	- 4.2	-28.1	+ 6.9	-23.7	+ 6.6	-29.4	- 2.5	-60.5	+ 0.4	-42.0	+ 3.7	-11.8	+ 2.8
1936														
October ...	-26.5	- 4.2	- 2.0	+16.8	-15.2	+ 7.9	+ 4.4	+25.9	-49.7	+ 4.8	-45.1	+ 0.6	- 4.5	+11.4
November ..	-29.8	-19.8	-17.3	+ 9.1	-22.8	- 2.4	- 1.3	+22.4	-55.6	- 7.7	-39.2	+ 1.1	-10.9	+ 0.9
December ..	- 0.7	+29.7	-11.5	+23.1	-16.3	+ 9.7	- 2.1	+38.6	-54.4	+15.5	-38.4	+ 6.3	- 1.6	+11.6

N.B. These percentage changes are based upon actual monthly sales figures. No allowances have been made for differences in the number of working days or for seasonal variations.

REVISED INDEX NUMBERS OF FURNITURE STORE SALES - (AVERAGE FOR 1930 = 100)

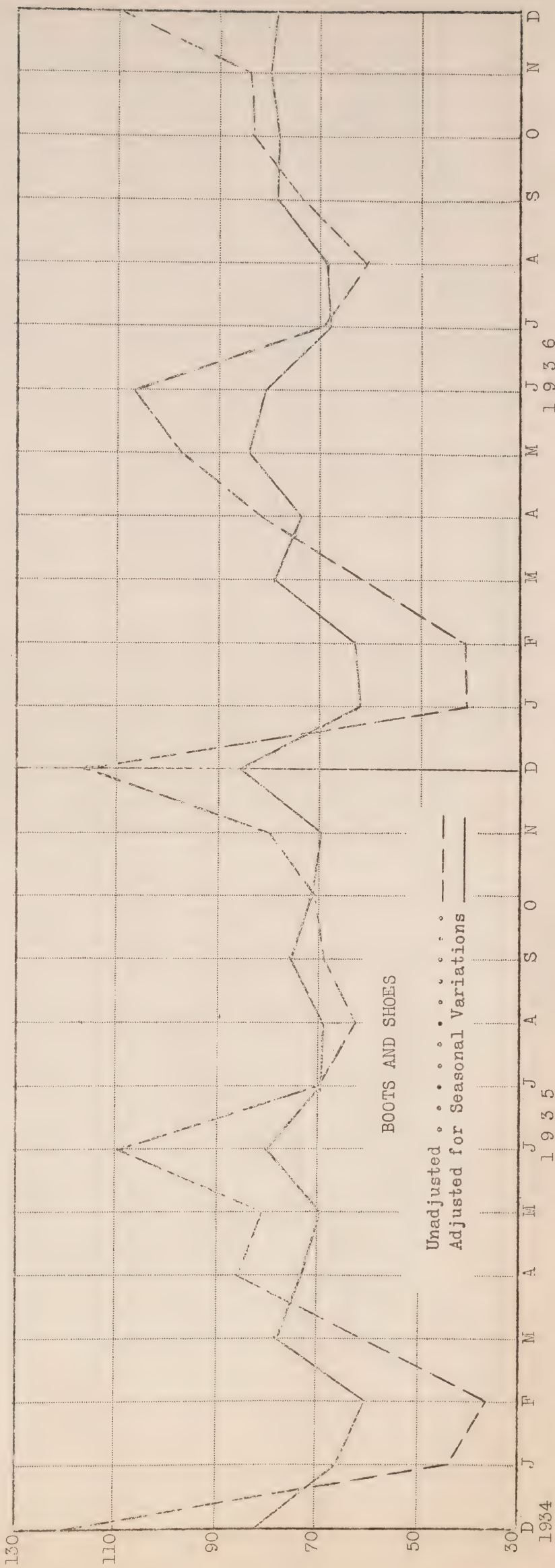
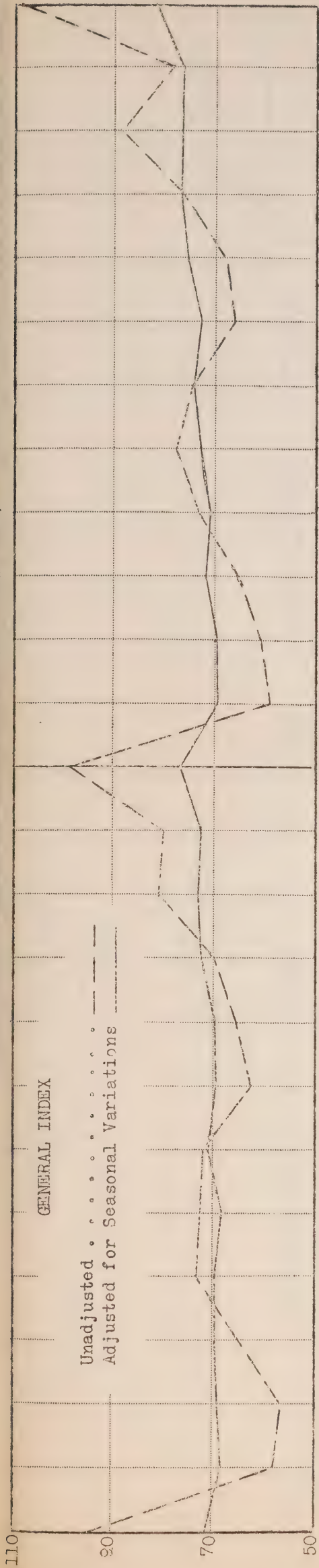
(Based on sales of 26 firms, comprising 7 chains and 19 independent stores)

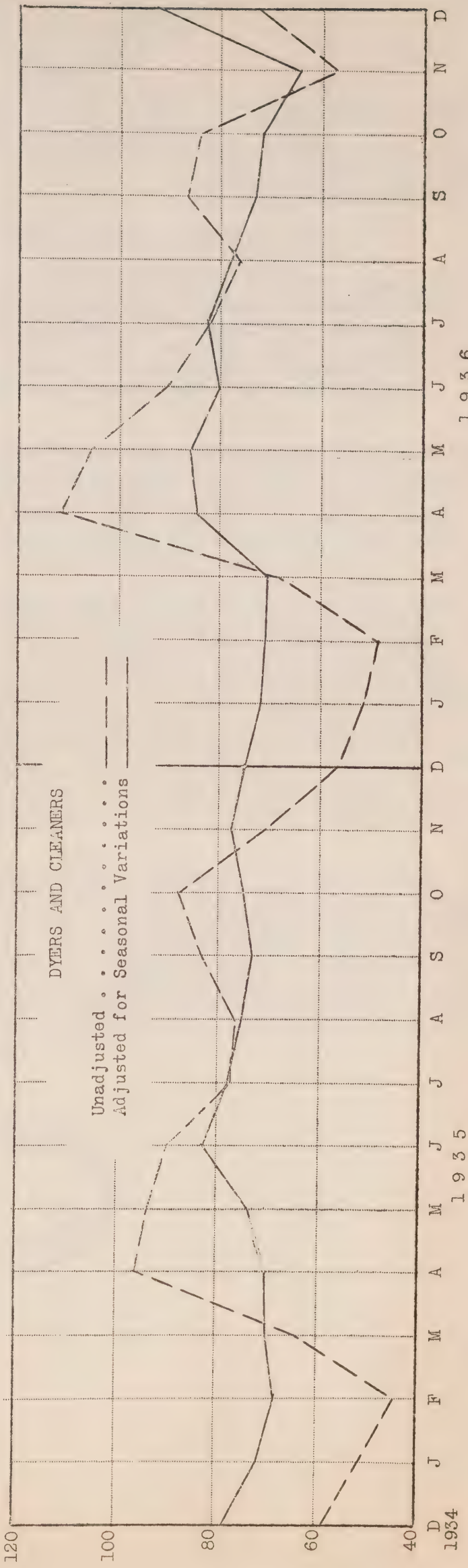
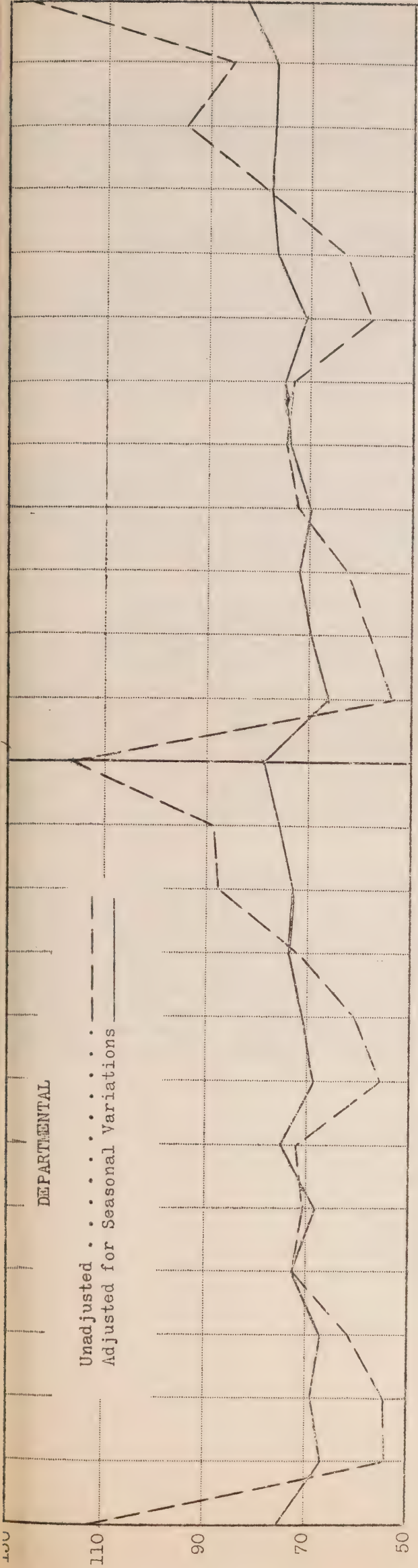
A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

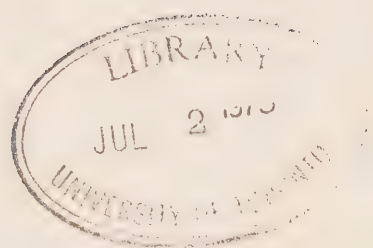
Month	1930			1931			1932			1933		
	A	B	C	A	B	C	A	B	C	A	B	C
January	80.9	80.1	108.2	68.6	66.4	89.8	53.0	53.1	71.8	32.4	33.2	46.7
February	88.4	94.1	103.4	79.4	84.6	92.9	61.3	62.9	69.9	40.3	42.9	49.3
March	97.0	93.9	107.9	78.5	77.8	89.4	56.9	56.3	64.8	48.1	46.0	52.9
April	115.8	118.8	107.0	95.7	98.2	88.5	73.3	70.9	63.8	57.3	59.4	53.1
May	137.6	136.4	113.6	99.0	99.2	82.7	72.9	74.7	61.8	67.6	66.9	53.1
June	95.9	98.4	104.7	80.2	79.5	84.5	55.0	54.4	57.3	54.7	54.1	55.8
July	70.3	69.6	99.4	58.7	58.1	83.0	40.0	40.0	55.6	41.5	42.5	56.0
August	90.1	87.2	100.3	72.6	70.3	80.8	49.4	47.2	51.9	57.9	55.4	56.6
September	101.4	104.1	93.8	85.3	87.5	78.2	64.3	65.9	55.4	68.8	68.9	57.4
October	106.3	101.7	87.7	101.8	95.2	82.1	65.5	63.3	54.6	63.1	62.4	55.7
November	102.8	103.0	91.2	91.7	94.0	83.2	54.9	54.4	50.8	57.8	57.2	56.1
December	113.7	112.6	89.4	98.5	97.5	78.0	61.8	59.8	51.1	63.7	63.8	56.9

Month	1934			1935			1936		
	A	B	C	A	B	C	A	B	C
January	43.7	43.2	63.6	43.8	43.4	65.7	46.9	46.4	70.3
February	48.6	51.7	62.3	55.6	59.2	71.3	59.0	59.1	71.1
March	61.9	59.9	68.8	62.2	60.2	69.2	62.1	61.4	70.6
April	71.3	73.1	63.1	81.2	83.3	71.2	86.1	88.3	75.5
May	88.1	87.3	69.3	83.9	83.1	65.9	94.1	94.2	74.8
June	66.9	64.7	66.0	69.1	69.2	69.9	76.3	75.5	76.2
July	50.0	51.3	65.8	55.5	54.9	70.4	62.5	61.8	79.3
August	69.3	66.3	66.3	76.5	71.5	71.5	79.8	79.9	79.9
September	76.2	79.1	65.9	80.7	85.9	71.6	91.6	93.9	78.3
October	77.3	74.0	66.1	89.2	85.4	76.2	104.2	97.4	87.0
November	70.6	69.9	69.2	77.9	75.1	74.4	85.0	87.2	86.3
December	76.4	76.6	69.0	81.7	84.1	75.8	100.6	99.5	89.7

--- INDEX OF 1900 = 100 ---







DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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CHANGES IN THE VALUE OF RETAIL SALES, JANUARY, 1937

The dollar value of retail sales for January receded seasonally from the exceptionally high level reached during December but was still 8.6 per cent greater than the amount reported for January a year ago. The general index (unadjusted), on the basis of the average monthly sales for 1930 equals 100, stands at 64.2 for January of this year compared with 59.1 for January, 1936, 57.8 for January, 1935, and 57.7 for January, 1934.

When adjusted for differences in number of business days and for normal seasonal variations, the general index stands at 75.5 for January compared with 81.9 for December, 76.5 for November, 76.9 for both October and September, and 75.5 for August. From these figures, it may be seen that the underlying trend of consumer purchasing continues at about the same level as that obtaining in the autumn months of last year.

Without adjustments for differences in number of business days or for seasonal variations, actual dollar sales of 11 kind-of-business groups were higher in January of this year compared with last and sales of two groups were lower. Hardware store sales were up 37.8 per cent, and furniture store sales were up 26.4 per cent. Increases for other groups were as follows: Women's clothing, 17.3 p.c.; variety stores, 15.5 p.c.; music and radio stores, 8.3 p.c.; drug stores, 7.0 p.c.; department stores, 6.9 p.c.; boot and shoe stores, 6.9 p.c.; grocery and meat stores, 6.6 p.c.; men's clothing stores, 5.1 p.c., and restaurants, 5.0 p.c. Candy store sales were 3.4 per cent lower in January of this year compared with last and receipts of dyeing and cleaning establishments were down by 8.7 per cent.

These statistics are calculated from returns furnished by 36 large departmental firms and 199 chains comprising more than 3,600 stores. The average for 1930 has been taken as 100. Three series of index numbers for each kind of business are shown in the tables following. The first series is unadjusted. The second series is computed on an average daily basis and makes allowance not only for the varying number of business days in the different months but also for the varying sales importance of the days of the week. The third series is corrected for number of business days and also for seasonal variations.

A. Unadjusted. B. Corrected for Number of Business Days.

C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index			Boots and Shoes			Candy			Men's Clothing			Women's Clothing		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
935															
January	57.8	57.3	68.3	43.9	43.9	66.5	39.8	39.4	52.5	44.8	44.6	67.6	38.3	38.1	55.3
February	56.4	60.2	69.2	36.4	38.7	60.4	55.6	60.3	65.5	39.6	42.1	67.8	39.4	41.8	61.5
March	64.9	62.0	69.6	61.2	57.6	77.9	52.2	50.3	59.2	53.2	50.1	64.2	51.6	48.5	63.9
April	73.0	75.8	69.6	83.1	86.1	73.0	78.9	80.8	62.2	84.9	89.1	65.0	70.6	74.0	59.7
May	72.3	71.7	68.3	80.9	80.9	69.2	60.8	59.7	61.0	71.4	71.1	60.8	61.0	60.7	55.2
June	72.0	71.5	70.8	109.8	106.5	80.1	47.1	46.9	61.0	75.3	73.6	63.5	69.5	67.8	56.5
July	62.5	62.3	69.3	70.0	70.6	69.2	44.0	43.8	51.5	57.7	57.7	67.9	56.3	56.3	60.5
August	65.3	60.6	69.6	62.6	57.2	68.9	59.2	55.4	56.6	50.3	46.0	65.6	50.5	46.1	60.6
September	69.6	74.0	72.5	68.7	73.0	75.3	52.6	55.4	59.6	59.5	63.3	68.8	52.1	55.3	61.5
October	80.9	78.1	73.0	70.7	69.1	71.2	57.4	56.8	59.8	88.0	85.4	68.9	62.1	60.1	62.6
November	80.1	76.9	72.5	79.6	74.9	69.4	52.3	50.4	58.6	94.1	88.6	70.9	62.9	59.1	63.5
December	98.9	102.1	76.8	117.2	121.0	85.8	116.8	119.7	64.3	100.4	104.5	81.6	121.7	126.6	68.4
936															
January	59.1	58.3	69.4	40.8	40.7	61.7	44.7	43.9	58.6	47.1	46.6	70.6	39.8	39.3	57.0
February	60.8	60.4	69.4	41.4	40.2	62.8	61.6	61.5	66.8	41.8	40.9	65.9	41.6	40.6	59.7
March	65.2	65.4	71.8	61.4	61.7	79.1	47.5	48.7	57.2	55.8	56.3	67.0	47.9	48.3	60.3
April	73.4	75.7	70.8	81.5	84.1	73.8	83.8	85.2	65.5	81.3	84.3	64.3	73.5	76.1	63.4
May	77.8	76.6	72.9	97.6	98.4	84.1	59.1	57.0	58.2	80.3	77.3	66.0	68.8	66.1	60.1
June	74.7	75.0	74.2	107.0	107.5	80.8	45.8	47.0	61.0	72.8	73.4	63.2	70.2	70.7	58.9
July	66.3	65.4	72.7	69.5	69.3	67.9	49.9	49.1	57.7	54.0	53.4	62.8	61.5	60.7	65.3
August	67.9	65.7	75.5	60.7	57.1	68.8	48.3	56.6	57.8	48.2	46.1	65.8	51.2	48.8	64.2
September	76.3	78.4	76.9	73.5	76.6	78.9	55.1	56.2	60.4	67.5	69.1	75.2	56.9	58.2	64.6
October	88.6	82.3	76.9	83.0	75.9	78.2	60.6	56.8	59.8	104.6	95.6	77.1	67.5	61.6	64.2
November	78.5	81.1	76.5	83.9	86.3	79.9	46.9	49.5	57.5	93.1	96.5	77.2	59.1	61.2	65.8
December	109.0	108.9	81.9	110.6	111.5	79.1	114.7	113.5	61.0	109.9	110.7	86.5	135.1	136.0	73.5
937															
January	64.2	63.5	75.5	43.6	42.3	64.1	43.2	41.7	55.6	49.5	48.3	73.2	46.7	45.6	66.1

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Firms)			Dyers and Cleaners (8 Chains)			Furniture (26 Firms)			Groceries and Meats (24 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
1935															
January	54.1	53.4	66.7	72.1	70.6	73.6	51.7	50.8	71.6	43.8	43.4	65.7	71.7	71.7	73.9
February	54.4	57.9	69.0	68.9	74.7	73.9	44.7	47.6	68.1	55.6	59.2	71.3	67.6	71.8	73.2
March	61.4	59.7	67.1	76.8	74.8	74.1	64.1	63.0	70.0	62.2	60.2	69.2	75.2	70.0	72.9
April	72.6	74.9	72.7	71.7	73.0	73.8	96.3	98.4	70.3	81.2	83.3	71.2	73.9	78.1	73.0
May	70.5	69.6	68.2	72.0	70.4	73.3	93.7	92.1	73.7	83.9	83.1	65.9	74.8	74.7	70.5
June	72.1	72.8	75.1	70.7	71.3	70.6	90.0	92.0	82.9	69.1	69.2	69.9	71.4	68.9	68.9
July	55.4	54.9	68.6	71.4	70.4	72.5	77.6	76.3	77.9	55.5	54.9	70.4	69.9	70.4	71.8
August	60.4	56.6	70.8	74.1	70.8	72.2	76.5	72.4	75.4	76.5	71.5	71.5	71.5	64.6	70.2
September	71.6	76.3	73.4	69.8	72.6	74.1	83.2	88.6	73.2	80.7	85.9	71.6	69.6	73.9	73.9
October	87.6	83.6	72.7	74.4	72.9	73.6	88.1	83.4	75.1	89.2	85.4	76.2	77.3	75.4	75.4
November	88.5	86.0	75.4	76.8	75.7	75.7	71.1	69.9	77.6	77.9	75.1	74.4	75.4	70.1	70.8
December	116.5	119.6	78.7	87.9	88.4	77.5	56.6	57.8	75.1	81.7	84.1	75.8	80.3	83.9	78.4
1936															
January	53.6	52.7	65.9	72.6	70.9	73.8	51.9	51.0	71.8	46.9	46.4	70.3	75.2	74.2	76.5
February	57.8	58.4	69.5	73.7	75.3	74.6	48.8	49.9	71.3	59.0	59.1	71.1	74.2	71.6	73.1
March	62.5	61.9	72.0	73.8	74.2	73.5	68.4	67.2	70.7	62.1	61.4	70.6	74.8	76.0	78.3
April	72.1	74.0	69.8	74.3	75.2	75.9	112.0	114.5	84.8	86.1	88.3	75.5	73.8	76.7	72.4
May	74.7	75.2	73.8	74.1	72.1	75.1	105.6	107.9	86.3	94.1	94.2	74.8	79.3	75.1	70.9
June	73.4	72.7	75.0	72.5	73.8	73.1	90.9	89.3	80.5	76.3	75.5	76.2	74.1	75.2	75.2
July	57.7	56.8	71.0	75.1	73.3	75.6	82.7	81.3	82.9	62.5	61.8	79.3	74.2	73.3	74.7
August	62.8	61.3	76.6	73.0	71.7	73.2	76.6	75.2	78.3	79.8	79.9	79.9	74.8	70.9	77.0
September	78.8	80.9	77.8	73.8	74.6	76.2	87.0	88.9	73.4	91.6	93.9	78.3	74.9	77.0	77.0
October	94.7	88.7	77.2	81.6	77.9	78.7	84.4	79.9	72.0	104.2	97.4	87.0	83.4	75.4	75.4
November	85.0	87.3	76.6	74.1	77.0	77.0	56.9	58.2	64.6	84.6	86.8	85.9	73.4	76.3	77.1
December	126.8	125.7	82.7	94.0	92.0	80.7	69.7	68.5	88.9	100.4	99.4	89.5	88.4	89.7	83.8
1937															
January	57.3	58.0	72.5	77.7	75.5	78.7	47.4	48.5	68.3	59.3	59.4	90.0	80.2	77.4	79.8

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (16 Chains)			Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
1935												
January	52.4	51.5	80.5	37.2	36.7	44.2	49.0	48.1	51.7	53.2	53.3	79.5
February	49.8	53.0	78.0	36.1	38.6	44.2	44.9	48.7	50.8	57.7	61.5	83.1
March	62.3	61.2	79.5	39.7	39.2	47.8	51.4	50.5	52.0	67.5	63.7	80.6
April	80.6	82.4	78.5	35.5	36.4	45.0	50.7	51.4	50.9	77.9	80.9	87.0
May	102.4	100.8	74.1	43.0	42.4	48.8	51.9	50.8	50.8	79.5	79.7	76.6
June	87.2	89.2	77.6	30.1	30.9	43.5	49.8	50.7	50.2	88.6	86.1	83.6
July	82.9	83.5	81.1	26.6	26.2	40.4	51.2	50.2	48.8	82.8	83.3	83.3
August	84.1	81.6	80.0	35.2	33.4	44.0	55.4	53.6	50.6	83.7	76.6	83.3
September	90.7	99.1	81.2	52.3	55.9	40.8	53.0	54.5	51.9	77.9	83.0	85.5
October	95.5	92.6	82.7	66.6	63.3	48.0	54.3	53.3	53.3	90.4	88.1	83.9
November	81.4	82.1	87.3	66.0	65.1	46.2	52.5	52.6	54.7	91.3	86.1	85.2
December	77.9	81.7	80.1	67.7	69.5	44.0	55.7	55.4	54.3	164.0	169.7	91.7
1936												
January	54.5	54.9	85.8	43.2	42.6	51.4	50.4	49.3	53.0	53.4	53.3	79.6
February	51.9	54.4	80.0	40.4	41.5	47.7	49.0	50.8	53.0	60.8	59.1	79.8
March	69.0	69.6	90.4	36.6	36.2	44.1	52.7	52.4	54.0	65.1	65.5	81.8
April	86.5	90.7	86.4	36.9	37.8	46.7	51.7	52.4	51.9	80.4	83.2	90.5
May	115.3	120.9	88.9	50.1	51.5	59.1	53.3	52.3	52.3	91.2	88.3	84.9
June	110.0	110.9	96.4	34.9	34.5	48.5	52.4	53.1	52.6	93.1	93.6	90.9
July	97.9	98.7	95.8	34.1	33.6	51.7	55.8	54.6	53.0	88.8	88.7	88.7
August	101.5	102.3	100.3	31.9	31.5	41.5	57.3	56.4	53.2	87.1	82.5	89.6
September	116.5	122.1	100.1	63.3	64.9	47.4	55.3	56.1	53.4	85.5	88.4	91.1
October	120.7	117.2	104.7	69.8	66.3	50.3	54.6	52.9	52.9	100.7	92.2	87.8
November	99.7	104.5	111.2	60.9	62.6	44.4	53.0	54.4	56.7	90.5	93.7	92.7
December	109.5	110.4	108.2	77.8	76.8	48.6	60.0	58.9	57.7	183.0	184.1	99.5
1937												
January	75.1	78.7	123.0	46.8	48.0	57.9	52.9	51.9	55.8	61.7	59.9	89.4

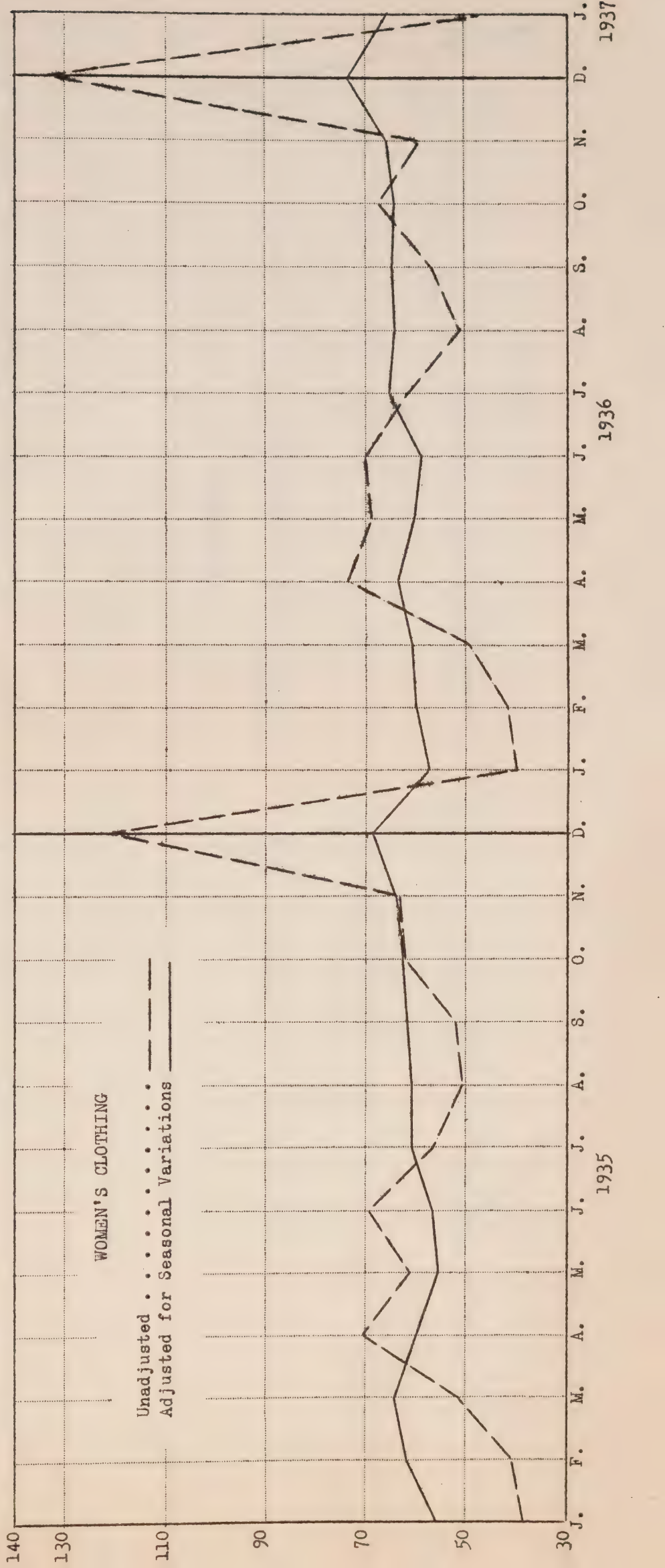
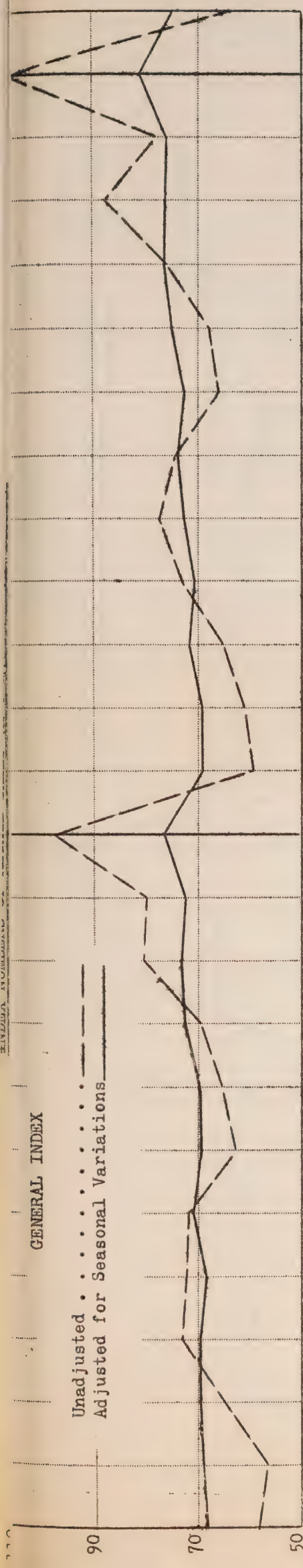
YEAR-TO-YEAR COMPARISON OF SALES FOR CORRESPONDING MONTHS

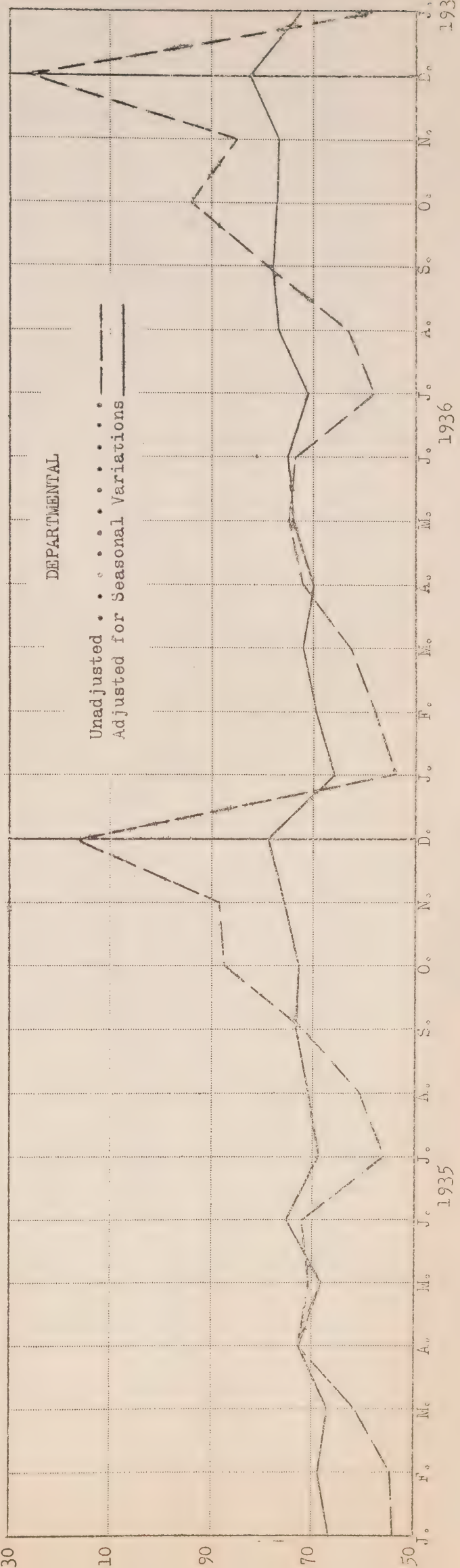
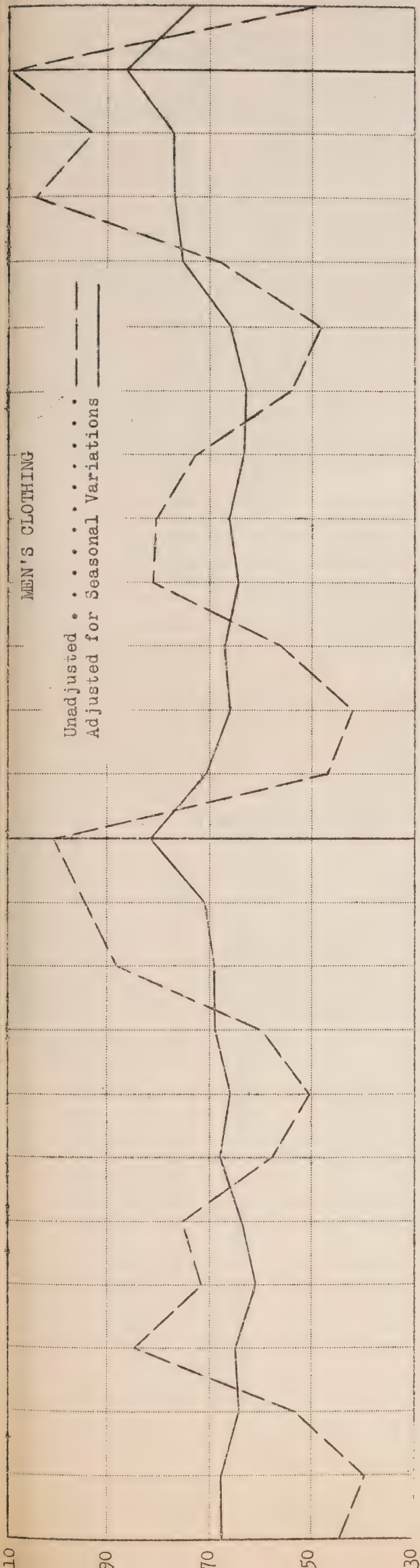
D. Percentage change from corresponding month in 1930.
E. Percentage change from corresponding month in preceding year.

Months	General Index		Boots and Shoes		Candy		Men's Clothing		Women's Clothing		Departmental		Drugs	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
December, 1934 ..	-23.9	+ 7.5	- 7.2	+26.4	-28.8	+ 2.9	-13.7	+28.0	-18.9	- 2.2	-21.0	+11.6	-21.7	+ 3.8
December, 1935 ..	-21.7	+ 2.9	-10.5	- 3.5	-27.9	+ 1.2	- 8.5	+ 6.0	-19.2	- 0.4	-19.5	+ 1.9	-19.4	+ 2.9
December, 1936 ..	-13.7	+10.2	-15.5	- 5.6	-29.2	+ 1.8	+ 0.2	+ 9.5	-10.4	+11.0	-12.4	+ 8.8	-13.8	+ 6.9
January, 1934 ...	-38.4	+ 5.5	-32.7	+ 0.7	-43.9	+ 3.3	-52.7	-10.9	-44.1	+ 1.7	-39.0	+ 8.5	-29.6	- 0.7
January, 1935 ...	-38.3	+ 0.2	-35.0	- 3.3	-53.0	-16.2	-42.6	+21.4	-48.9	+ 8.6	-41.2	+ 3.6	-27.5	+ 3.0
January, 1936 ...	-36.9	+ 2.2	-39.6	- 7.1	-47.2	+12.3	-39.6	+ 5.1	-46.9	+ 3.9	-41.7	- 0.9	-27.0	+ 0.7
January, 1937 ...	-31.5	+ 8.6	-35.4	+ 6.9	-48.8	+ 3.1	-36.5	+ 5.1	-37.7	+17.3	-37.7	+ 6.9	-21.9	+ 7.0

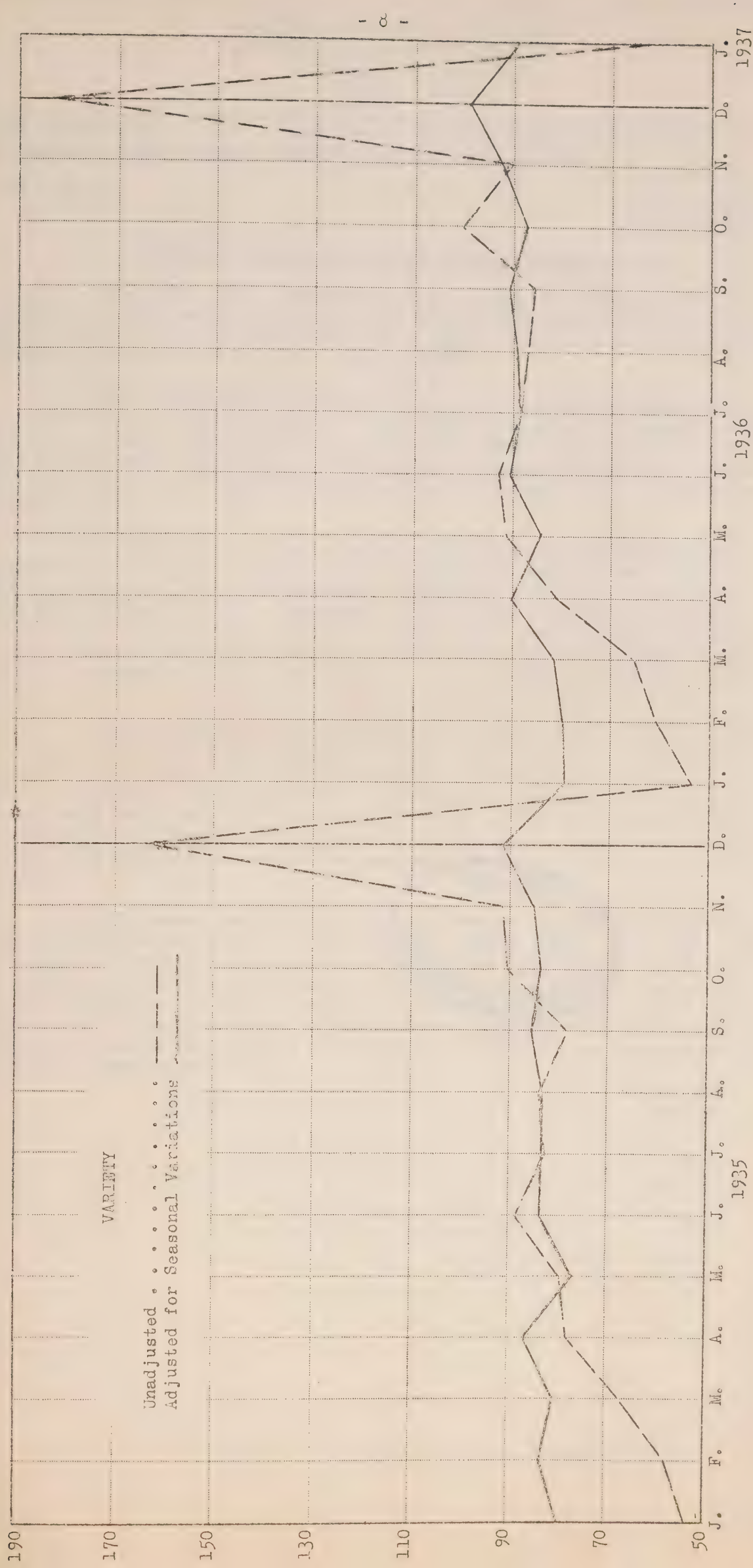
Months	Dyers and Cleaners		Furniture		Groceries and Meats		Hardware		Music and Radio		Restaurants		Variety	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
December, 1934 ..	-20.0	+ 7.8	-32.8	+19.9	-28.5	- 4.2	-27.6	+27.0	-60.7	+25.3	-44.1	- 2.4	-14.2	+ 9.9
December, 1935 ..	-23.4	- 4.2	-28.1	+ 6.9	-23.7	+ 6.6	-29.4	+ 2.5	-60.5	+ 0.4	-42.0	+ 3.7	-11.8	+ 2.8
December, 1936 ..	- 5.7	+23.1	-11.7	+22.9	-16.0	+10.1	- 0.7	+40.6	-54.6	+14.9	-37.6	+ 7.7	- 1.6	+11.6
January, 1934 ...	-26.4	+19.1	-46.0	+34.9	-33.6	+ 6.1	-42.0	+ 6.0	-71.3	+ 2.7	-51.1	- 5.9	-20.0	+ 1.3
January, 1935 ...	-28.2	- 2.5	-45.9	+ 0.2	-32.7	+ 1.3	-27.8	+24.5	-64.7	+23.2	-53.2	- 4.3	-22.4	+ 3.1
January, 1936 ...	-27.9	+ 0.4	-42.0	+ 7.1	-29.5	+ 4.9	-24.9	+ 4.0	-59.0	+16.1	-51.8	+ 2.9	-22.2	+ 0.4
January, 1937 ...	-34.2	- 8.7	-26.7	+26.4	-24.7	+ 6.8	+ 3.4	+37.8	-55.6	+ 8.3	-49.4	+ 5.0	-10.1	+15.5

N.B. These percentage changes are based upon actual monthly sales figures. No allowances have been made for differences in the number of working days or for seasonal variations.





INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)





NOT PUBLISHED

Run

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (hon.)
Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.

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CHANGES IN THE VALUE OF RETAIL SALES, FEBRUARY, 1937.

The dollar value of Canadian retail sales for February was 3.1 per cent above February, 1936, and 2.2 per cent below January this year. On the basis of the average of 1930 as 100, the unadjusted general index number was 62.7 for February, 60.8 for February last year, and 64.1 for January, 1937.

When corrections for differences in the number of business days and for normal seasonal variations were made, it was found that, after falling off slightly during January from the high level of Christmas activity, retail trade improved during February and held at the same level maintained during the autumn months of 1936. The adjusted general index number was 76.8 for February, 75.3 for January, 81.7 for December, and 76.5 for November last.

Despite the fact that February, 1937, was shorter than February, 1936, by one business day, and this a Saturday, the unadjusted indexes showed increases over last year for twelve out of the thirteen kinds of business covered by this report. The outstanding gains were as follows: hardware, 27.9 per cent; furniture, 19.0 per cent, and music and radio, 16.6 per cent. The following groups reported smaller increases: men's clothing, 7.7 per cent; women's clothing, 6.0 per cent; boots and shoes, 4.8 per cent; variety and restaurants, 3.3 per cent; drugs, 3.0 per cent; departmental and dyers and cleaners, 1.4 per cent; and groceries and meats, 0.4 per cent.

These statistics are calculated from returns furnished by 36 large departmental firms and 198 chains comprising more than 5,600 stores. The average for 1930 has been taken as 100. Three series of index numbers for each kind of business are shown in the tables following. The first series is unadjusted. The second series is computed on an average daily basis and makes allowance not only for the varying number of business days in the different months but also for the varying sales importance of the days of the week. The third series is corrected for number of business days and also for seasonal variations.

This report includes for the first time an analysis of department store sales by principal departments for the months of January, 1936, and January, 1937. Since a small number of stores, which contribute total sales figures for use in the calculation of the departmental store index number, are unable to give the data necessary for a comparison by departments, it will be understood that the percentage changes in total value of department store sales as shown in these special analyses will vary slightly from the percentage changes indicated by the unadjusted index numbers shown in the regular series for the same two months.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (234 Firms)			Boots and Shoes (17 Chains)			Candy (7 Chains)			Men's Clothing (18 Chains)			Women's Clothing (13 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
February --															
1929	91.4	97.6	112.2	81.2	86.3	134.8	99.5	107.9	117.3	119.9	127.5	205.6	74.1	78.7	115.7
1930	86.8	92.7	106.5	73.3	77.9	121.7	100.4	109.0	118.5	68.9	73.2	118.1	76.4	81.1	119.3
1931	77.1	82.3	94.6	59.7	63.5	99.1	74.3	80.6	87.6	49.1	52.2	84.2	53.7	57.0	83.8
1932	65.5	67.9	78.0	48.8	50.2	78.4	63.4	66.8	72.7	37.7	39.1	63.1	46.2	47.8	70.3
1933	51.9	55.4	63.7	39.2	41.6	65.0	51.5	55.8	60.6	28.0	29.8	48.1	39.4	41.8	61.5
1934	56.2	59.9	68.9	37.5	39.9	62.3	51.7	56.0	60.9	37.9	40.3	65.0	38.2	40.5	59.6
1935	56.4	60.2	69.2	36.4	38.7	60.4	55.6	60.3	65.5	39.6	42.1	67.8	39.4	41.8	61.5
1936	60.8	60.4	69.4	41.4	40.2	62.8	61.6	61.5	66.8	41.8	40.9	65.9	41.6	40.6	59.7
1937	62.7	66.8	76.8	43.4	46.2	72.1	54.9	59.6	64.8	45.0	47.8	77.1	44.1	46.8	68.8
1936															
February	60.8	60.4	69.4	41.4	40.2	62.8	61.6	61.5	66.8	41.8	40.9	65.9	41.6	40.6	59.7
March	65.2	65.4	71.8	61.4	61.7	79.1	47.5	48.7	57.2	55.8	56.3	67.0	47.9	48.3	60.3
April	73.4	75.7	70.8	81.5	84.1	73.8	83.8	85.2	65.5	81.3	84.3	64.3	73.5	76.1	63.4
May	77.8	76.6	72.9	97.6	98.4	84.1	59.1	57.0	58.2	80.3	77.3	66.0	68.8	66.1	60.1
June	74.7	75.0	74.2	107.0	107.5	80.8	45.8	47.0	61.0	72.8	73.4	63.2	70.2	70.7	58.9
July	66.3	65.4	72.7	69.5	69.3	67.9	49.9	49.1	57.7	54.0	53.4	62.8	61.5	60.7	65.3
August	67.9	65.7	75.5	60.7	57.1	68.8	58.3	56.6	57.8	48.2	46.1	65.8	51.2	48.8	64.2
September	76.3	78.4	76.9	73.5	76.6	78.9	55.1	56.2	60.4	67.5	69.1	75.2	56.9	58.2	64.6
October	88.6	82.3	76.9	83.0	75.9	78.2	60.6	56.8	59.8	104.6	95.6	77.1	67.5	61.6	64.2
November	78.5	81.1	76.5	83.9	86.3	79.9	46.9	49.5	57.5	93.1	96.5	77.2	59.1	61.2	65.8
December	108.8	108.7	81.7	110.6	111.5	79.1	114.7	113.5	61.0	109.9	110.7	86.5	130.4	131.2	70.9
1937															
January	64.1	63.3	75.3	44.0	42.7	64.7	43.2	41.7	55.6	52.7	51.5	78.0	43.3	42.2	61.2
February	62.7	66.8	76.8	43.4	46.2	72.1	54.9	59.6	64.8	45.0	47.8	77.1	44.1	46.8	68.8

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Firms)			Dyers and Cleaners (8 Chains)			Furniture (26 Firms)			Groceries and Meats (34 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
February --															
1929	81.6	86.9	103.5	99.3	107.9	106.8	70.5	75.2	107.5	132.8	141.5	159.0	97.4	103.5	105.6
1930	83.0	88.4	105.2	96.2	104.5	103.4	66.7	71.1	101.6	92.6	98.6	110.8	96.8	102.9	105.0
1931	75.9	80.9	96.3	89.0	96.7	95.7	63.1	67.2	96.1	76.7	81.8	91.9	88.2	93.8	95.7
1932	62.1	63.8	75.9	84.0	88.7	87.8	49.3	50.4	72.0	60.8	62.4	70.9	77.9	81.1	82.7
1933	49.5	52.7	62.7	65.5	71.1	70.4	41.9	44.6	63.7	38.1	40.5	47.7	64.0	68.0	69.4
1934	54.9	58.5	69.7	64.8	70.3	69.6	49.1	52.3	74.7	48.6	51.8	62.4	68.6	72.9	74.4
1935	54.4	57.9	69.0	68.9	74.7	73.9	44.7	47.6	68.1	55.6	59.2	71.3	67.6	71.8	73.2
1936	57.8	58.4	69.5	73.7	75.3	74.6	48.8	49.9	71.3	59.0	59.1	71.1	74.2	71.6	73.1
1937	58.8	62.4	74.3	75.9	82.3	81.5	49.5	52.7	75.3	70.2	74.7	90.1	74.5	79.1	80.7
1936															
February	57.8	58.4	69.5	73.7	75.3	74.6	48.8	49.9	71.3	59.0	59.1	71.1	74.2	71.6	73.1
March	62.5	61.9	72.0	73.8	74.2	73.5	68.4	67.2	70.7	62.1	61.4	70.6	74.8	76.0	78.3
April	72.1	74.0	69.8	74.3	75.2	75.9	112.0	114.5	84.8	86.1	88.3	75.5	73.8	76.7	72.4
May	74.7	75.2	73.8	74.1	72.1	75.1	105.6	107.9	86.3	94.1	94.2	74.8	79.3	75.1	70.9
June	73.4	72.7	75.0	72.5	73.8	73.1	90.9	89.3	80.5	76.3	75.5	76.2	74.1	75.2	75.2
July	57.7	56.8	71.0	75.1	73.3	75.6	82.7	81.3	82.9	62.5	61.8	79.3	74.2	73.3	74.7
August	62.8	61.3	76.6	73.0	71.7	73.2	76.6	75.2	78.3	79.8	79.9	79.9	74.8	70.9	77.0
September	78.8	80.9	77.8	73.8	74.6	76.2	87.0	88.9	73.4	91.6	93.9	78.3	74.9	77.0	77.0
October	94.7	88.7	77.2	81.6	77.9	78.7	84.4	79.9	72.0	104.2	97.4	87.0	83.4	75.4	75.4
November	85.0	87.3	76.6	74.1	77.0	77.0	56.9	58.2	64.6	84.6	86.8	85.9	73.4	76.3	77.1
December	126.8	125.7	82.7	94.0	92.1	80.8	69.7	68.5	88.9	100.1	99.1	89.3	88.4	89.7	83.9
1937															
January	57.3	57.8	72.3	78.2	76.1	79.3	48.5	49.6	69.8	61.2	61.3	92.9	80.0	77.2	79.6
February	58.8	62.4	74.3	75.9	82.3	81.5	49.5	52.7	75.3	70.2	74.7	90.1	74.5	79.1	80.7

YEAR-TO-YEAR COMPARISON OF SALES FOR CORRESPONDING MONTHS

- D. Percentage change from corresponding month in 1930.
 E. Percentage change from corresponding month in preceding year.

months	General Index		Boots and Shoes		Candy		Men's Clothing		Women's Clothing		Departmental		Drugs	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
January, 1935	-38.3	+ 0.2	-35.0	- 3.3	-53.0	-16.2	-42.6	+21.4	-48.9	- 8.6	-41.2	- 3.6	-27.5	+ 3.0
January, 1936	-36.9	+ 2.2	-39.6	- 7.1	-47.2	+12.3	-39.6	+ 5.1	-46.9	+ 3.9	-41.7	- 0.9	-27.7	+ 0.7
January, 1937	-31.6	+ 8.5	-34.8	+ 7.8	-48.9	- 3.4	-32.4	+11.9	-42.2	+ 8.8	-37.8	+ 6.7	-21.4	+ 7.7
February, 1935	-35.0	+ 0.4	-50.3	- 2.9	-44.6	+ 7.5	-42.5	+ 4.5	-48.4	+ 3.1	-34.5	- 0.9	-28.4	+ 6.3
February, 1936	-30.0	+ 7.8	-43.5	+13.7	-38.6	+10.8	-39.3	+ 5.6	-45.5	+ 5.6	-30.4	+ 6.3	-23.4	+ 7.0
February, 1937	-27.8	+ 3.1	-40.8	+ 4.8	-45.3	+10.9	-34.7	+ 7.7	-42.3	+ 6.0	-29.2	+ 1.4	-21.1	+ 3.0

months	Dyers and Cleaners		Furniture		Groceries and Meats		Hardware		Music and Radio		Restaurants		Variety	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
January, 1935	-28.2	- 2.5	-45.9	+ 0.2	-32.7	+ 1.3	-27.8	+24.5	-64.7	+23.2	-53.2	- 4.3	-22.4	- 3.1
January, 1936	-27.9	+ 0.4	-42.0	+ 7.1	-29.5	+ 4.9	-24.9	+ 4.0	-59.0	+16.1	-51.8	+ 2.9	-22.2	+ 0.4
January, 1937	-32.6	- 6.6	-24.4	+30.5	-25.0	+ 6.4	- 1.4	+31.4	-56.2	+ 6.9	-49.4	+ 5.0	-10.1	+15.5
February, 1935	-33.0	- 9.0	-37.1	+14.4	-30.2	- 1.5	-32.7	+15.3	-59.7	+15.0	-52.7	- 5.9	-21.9	+ 4.0
February, 1936	-26.8	+ 9.2	-33.3	+ 6.1	-23.3	+ 9.8	-29.9	+ 4.2	-54.9	+11.9	-48.4	+ 9.1	-17.7	+ 5.4
February, 1937	-25.8	+ 1.4	-20.6	+19.0	-23.0	+ 0.4	-10.3	+27.9	-47.4	+16.6	-46.7	+ 3.3	-15.0	+ 3.3

N.B. These percentage changes are based upon actual monthly sales figures. No allowances have been made for differences in the number of working days or for seasonal variations.

The table given below shows a comparison of sales by departments in January of this year with last for those department stores reporting to the monthly index of retail sales which were able to furnish the necessary data. Almost all stores were able to report their sales by departments so that the coverage of sales may be considered very complete.

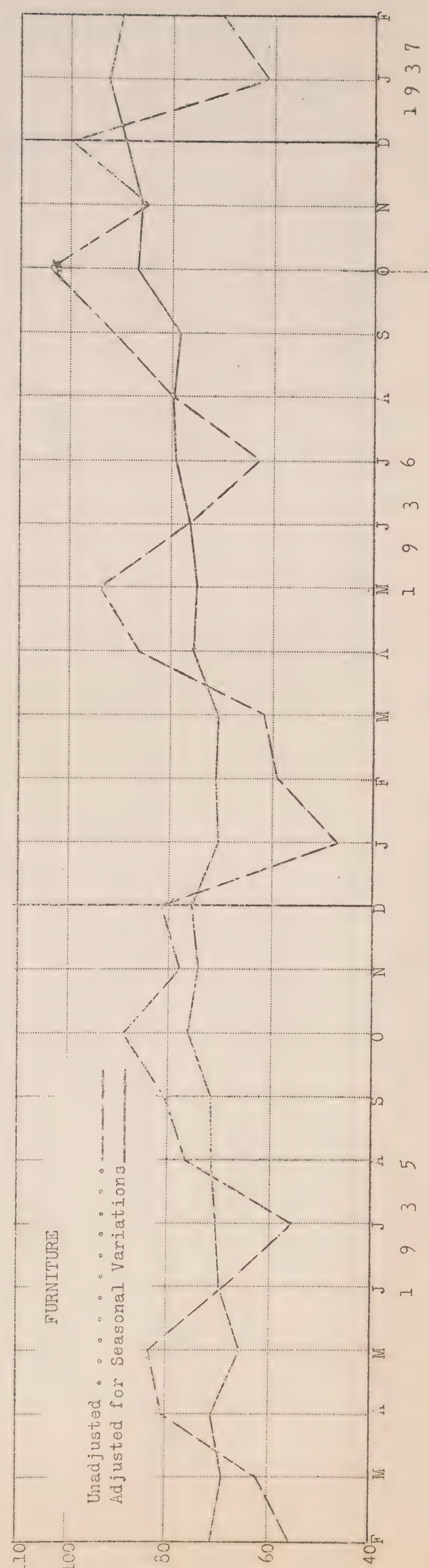
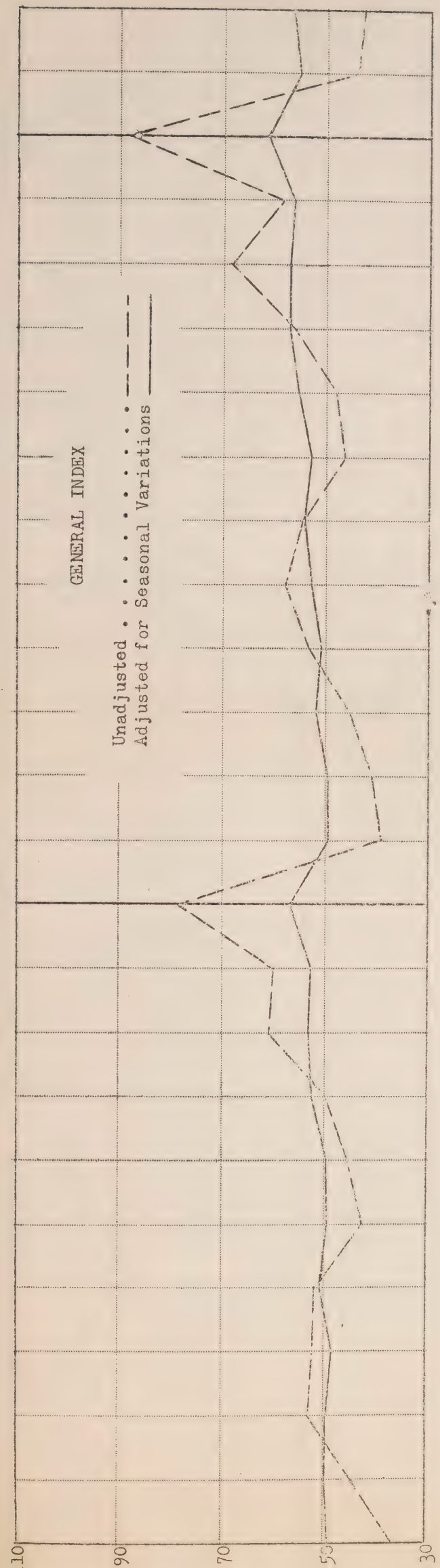
In a few instances, firms which reported total sales of women's, girls' and infants' apparel and accessories in answer to Item 6 were unable to give the more complete breakdown comprising Items 1 to 5. Figures for such firms were included in Item 6 causing this total to exceed the sum of the individual figures shown in Items 1 to 5.

All sales figures are given on a calendar-month basis. No allowance has been made for differences in number of business days in January of this year compared with last.

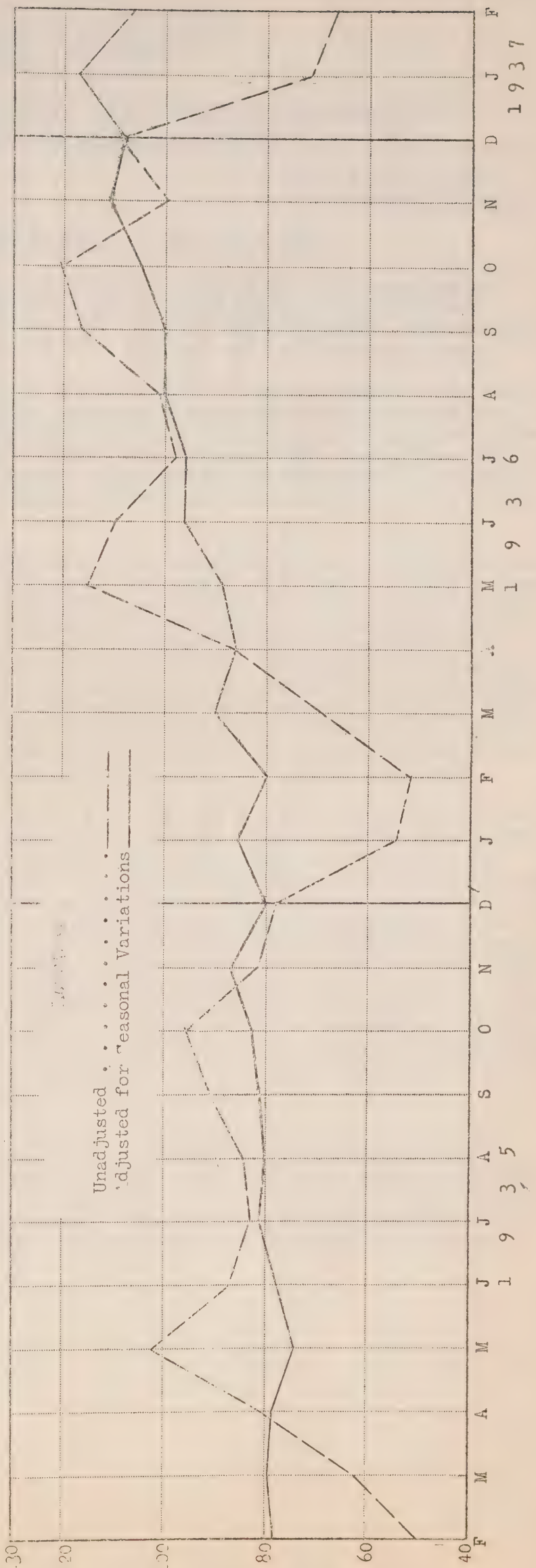
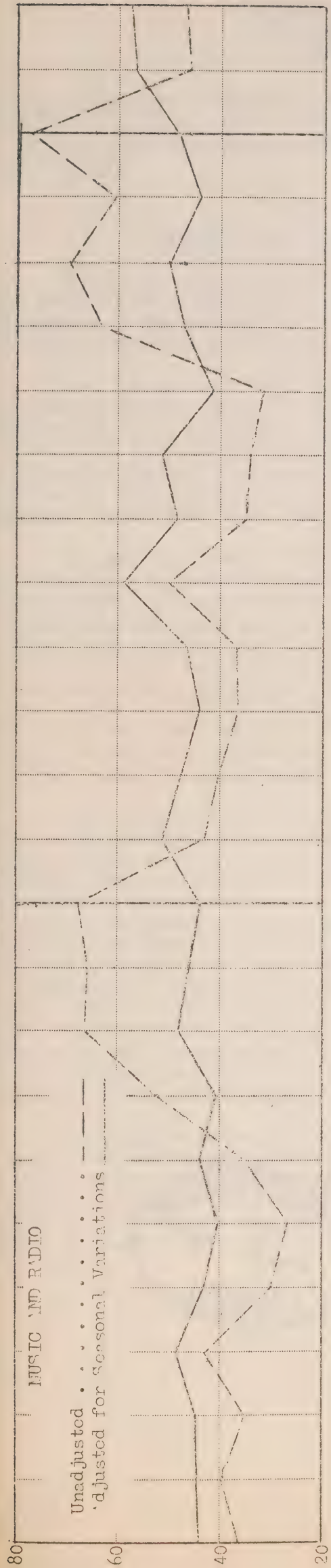
Comparison of Sales by Departments

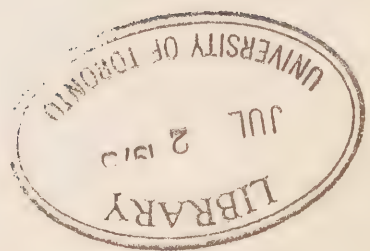
Department	January		
	1936	1937	% Change
	\$	\$	
Total Sales, All Departments	12,963,266	13,969,975	+ 7.8
<u>Sales of Selected Departments</u>			
1. Women's dresses, coats and suits (including sports wear and house dresses)	1,016,034	1,052,776	+ 3.6
1. Girls' and infants' wear	291,841	308,199	+ 5.6
1. Hosiery and gloves	434,670	465,872	+ 7.2
1. Lingerie and corsets (including negligees and robes, knit underwear, nurses' and maids' uniforms)	701,292	680,176	- 3.0
1. Millinery	86,584	103,713	+19.8
1. Women's, girls' and infants' apparel and accessories total (Sum of 1 to 5)	2,567,485	2,662,450	+ 3.7
1. Men's and boys' clothing and furnishings	1,305,553	1,385,930	+ 6.2
1. Drugs and toilet articles and preparations (including cameras and photographic supplies)	533,669	569,432	+ 6.7
1. Piece goods (silks, woollens, cottons, linens), patterns, linens and bedding	1,493,950	1,590,296	+ 6.4
1. Small wares - laces, handkerchiefs, neckwear, ribbons, buttons, thread, yarns	586,785	601,650	+ 2.5
1. Food and kindred products (groceries, meats, provisions, candies, fruit and vegetables) - (restaurant receipts not included)	1,660,541	1,681,605	+ 1.3
1. Furniture (including mattresses, springs)	604,998	877,430	+45.0
1. Home furnishings - draperies, curtains, floor coverings, china, glassware, pictures, window shades ..	788,448	887,802	+12.6
1. Household appliances and electrical supplies - washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps	238,588	284,491	+19.2
1. Hardware and kitchen utensils (including paints, wallpaper)	407,277	429,155	+ 5.4
1. Radios, musical instruments and supplies	272,792	315,087	+15.5
1. Shoes and other footwear (men's, women's and children's)	776,763	825,917	+ 6.3
1. Stationery, books and magazines	230,593	248,861	+ 7.9
1. All other departments, total	1,495,824	1,610,859	+ 7.7

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)





DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

Chief Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
 Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.

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CHANGES IN THE VALUE OF RETAIL SALES, MARCH, 1937.

The dollar value of retail sales for March was 18.1 per cent above February, or 13.3 per cent above March last year, according to index numbers compiled by the Dominion Bureau of Statistics. On the base of the average for 1930 as 100, the unadjusted general index number was 73.9 for March, 62.6 for February and 65.2 for March, 1936.

When corrections for differences in the number of business days and for normal seasonal variations were made, the general index was 75.9 for March, 76.8 for February, or 75.2 for January. Comparable figures for the month of March in previous years follow: 1936, 71.8; 1935, 69.6; 1934, 67.6; 1933, 66.9; 1932, 74.6; and 1931, 93.9. Thus, even after allowances are made for normal seasonal swings and for the early date of Easter the dollar value of retail trade was at a higher level in March this year than in the corresponding month in any year since 1931.

The early occurrence of Easter this year resulted in the sales totals for March exceeding over those reported for March last year. As compared with a gain of 13.3 per cent in retail sales as a whole, twelve out of thirteen sub-groups showed increases ranging from 3.1 per cent for boots and shoes to 79.4 per cent for candy. Restaurant sales improved by 8.2 per cent; grocery and meat stores reported gains of 10.4 per cent; drug stores, 11.5 per cent; and departmental stores, 13.1 per cent. Advances were pronounced in variety stores with a 22.3 per cent gain; hardware stores showed a 22.9 per cent rise; women's and men's clothing increased 23.8 per cent and 25.4 per cent respectively. Substantial improvement was reported in sales of music and radio and furniture, the former with a 28.4 per cent advance and the latter with a 28.5 per cent advance over March last year. A very small decline occurred in sales of dyeing and cleaning establishments.

The analysis of departmental store sales for the months of February, 1937, and February, 1936, shows improvement over 1936 of 1.7 per cent for departmental store sales as a whole. Gains ranging from 0.3 per cent for girls' and infants' wear to 25.6 per cent for furniture were reported. Increases were reported in sales of nine other commodity groups handled by department stores, the more important of which were millinery, 19.6 per cent; household appliances and electrical supplies, 13.2 per cent; hosiery and gloves, 10.1 per cent; home furnishings, 7.5 per cent; and shoes and other footwear, 6.8 per cent. Sales of the following seven departments showed declines as compared with February, 1936; lingerie and corsets, men's and boys' clothing, drugs, piece goods, smallwares, food and stationery. Since a few stores, which contribute total sales figures for use in the calculation of the departmental store index number, are unable to give a breakdown of sales by departments, it will be understood that the percentage change in total value of departmental store sales as shown on page 6 will vary slightly from the percentage change indicated by the unadjusted index numbers appearing in the regular series.

This report presents a new series of index numbers of hardware store sales based on the combined figures of fourteen chains of hardware stores and approximately thirty large hardware firms operating one store only. Unadjusted index numbers only are shown in this bulletin. It is intended to publish in the next bulletin the three series, the unadjusted, the series corrected for number of business days and the third adjusted for number of business days and for normal seasonal variations by months from January, 1930, to date.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (x) (234 Firms)			Boots and Shoes (17 Chains)			Candy (7 Chains)			Men's Clothing (18 Chains)			Women's Clothing (13 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
March, 1929 ...	110.0	108.8	111.0	137.9	133.7	152.0	149.5	144.2	110.9	162.5	158.9	158.9	113.1	110.5	120.1
March, 1930 ...	94.7	91.4	102.7	89.6	84.4	114.0	92.4	89.8	105.7	102.1	97.6	125.1	87.9	83.9	110.4
March, 1931 ...	87.2	87.3	93.9	76.2	76.5	95.6	68.3	70.1	82.4	77.4	78.1	87.7	77.0	77.6	92.4
March, 1932 ...	73.1	73.2	74.6	64.3	64.8	73.7	99.0	98.0	75.4	56.0	56.5	56.5	63.3	63.7	69.2
March, 1933 ...	62.1	59.5	66.9	45.7	44.3	59.9	44.0	43.1	50.8	49.7	47.7	61.2	46.7	44.7	58.8
March, 1934 ...	69.3	66.3	67.6	73.8	69.4	78.9	84.2	78.8	60.6	63.1	59.8	59.8	59.0	55.9	60.8
March, 1935 ...	64.9	62.0	69.6	61.2	57.6	77.9	52.2	50.3	59.2	53.2	50.1	64.2	51.3	48.6	63.9
March, 1936 ...	65.2	65.4	71.8	61.4	61.7	79.1	47.5	48.7	57.2	55.8	55.3	67.0	47.9	48.3	60.3
March, 1937 ...	73.9	74.4	75.9	63.3	63.8	72.5	85.2	84.6	65.1	70.0	71.7	71.7	59.3	60.1	65.3
1936															
March	65.2	65.4	71.8	61.4	61.7	79.1	47.5	48.7	57.2	55.8	56.3	67.0	47.9	48.3	60.3
April	73.4	75.7	70.8	81.5	84.1	73.8	83.8	85.2	65.5	81.3	84.3	64.3	73.5	76.1	63.4
May	77.8	76.6	72.9	97.6	98.4	84.1	59.1	57.0	58.2	80.3	77.3	66.0	68.8	66.1	60.1
June	74.7	75.0	74.2	107.0	107.5	80.8	45.8	47.0	61.0	72.8	73.4	63.2	70.2	70.7	58.9
July	66.3	65.4	72.7	69.5	69.3	67.9	49.9	49.1	57.7	54.0	53.4	62.8	61.5	60.7	65.3
August	67.9	65.7	75.5	60.7	57.1	68.8	58.3	56.6	57.8	48.2	46.1	65.8	51.2	48.8	64.2
September	76.3	78.4	76.9	73.5	76.6	78.9	55.1	56.2	60.4	67.5	69.1	75.2	56.9	58.2	64.6
October	88.6	82.3	76.9	83.0	75.9	78.2	60.6	56.8	59.8	104.6	95.6	77.1	67.5	61.6	64.2
November	78.5	81.1	76.5	83.9	86.3	79.9	46.9	49.5	57.5	93.1	96.5	77.2	59.1	61.2	65.8
December	108.8	108.7	81.7	110.6	111.5	79.1	114.7	113.5	61.0	109.9	110.7	86.5	130.4	131.2	70.9
1937															
January	63.9	63.1	75.2	44.0	42.7	64.7	43.2	41.7	55.6	52.7	51.5	79.0	43.3	42.2	61.2
February	62.6	66.8	76.8	43.4	46.2	72.1	55.3	60.0	65.2	45.9	48.8	78.6	44.1	46.8	68.8
March	73.9	74.4	75.9	63.3	63.8	72.5	85.2	84.6	65.1	70.0	71.7	71.7	59.3	60.1	65.3

(x) Minor revisions to take account of new hardware series will appear in the next issue.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Month	Departmental (36 Firms)			Drugs (24 Firms)			Dyers and Cleaners (8 Chains)			Furniture (26 Firms)			Groceries and Meats (34 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
March, 1929 ...	101.5	102.6	105.7	109.0	106.3	105.2	113.5	116.2	116.2	143.6	144.0	160.0	108.8	105.2	105.2
March, 1930 ...	88.5	86.4	97.1	107.1	105.4	104.4	104.4	102.8	114.2	97.0	95.9	107.9	100.9	95.7	99.7
March, 1931 ...	86.6	85.9	93.3	93.6	94.2	93.3	98.6	97.1	102.2	78.5	77.8	89.4	94.6	96.2	98.1
March, 1932 ...	69.2	68.6	70.7	88.4	86.7	85.8	63.8	62.8	62.8	56.9	56.3	64.3	84.7	86.1	86.1
March, 1933 ...	59.4	56.5	63.5	71.1	69.4	68.7	58.2	55.1	61.3	48.1	46.0	52.9	75.0	72.2	75.2
March, 1934 ...	67.1	65.3	68.0	75.4	72.1	71.4	72.5	71.3	71.3	61.9	59.9	68.8	78.7	73.8	73.8
March, 1935 ...	61.4	59.7	67.1	76.8	74.8	74.1	64.1	63.0	70.0	62.2	60.2	69.2	75.2	70.0	72.9
March, 1936 ...	62.5	61.9	72.0	73.8	74.2	73.5	63.4	67.2	70.7	62.1	61.4	70.6	74.8	76.0	73.3
March, 1937 ...	70.7	70.3	72.5	82.3	81.1	80.3	67.7	66.9	66.9	79.8	78.6	90.4	82.6	84.8	84.8
1936															
March	62.5	61.9	72.0	73.8	74.2	73.5	68.4	67.2	70.7	62.1	61.4	70.6	74.3	76.0	78.3
April	72.1	74.0	69.8	74.3	75.2	75.9	112.0	114.5	84.8	86.1	88.3	75.5	73.8	76.7	72.4
May	74.7	75.2	73.8	74.1	72.1	75.1	105.6	107.9	86.3	94.1	94.2	74.8	79.3	75.1	70.9
June	73.4	72.7	75.0	72.5	73.8	73.1	90.9	89.3	80.5	76.3	75.5	76.2	74.1	75.2	75.2
July	57.7	56.8	71.0	75.1	73.3	75.6	82.7	81.3	82.9	62.5	61.8	79.3	74.2	73.3	74.7
August	62.8	61.3	76.6	73.0	71.7	73.2	76.6	75.2	78.3	79.8	79.9	79.9	74.8	70.9	77.0
September	78.8	80.9	77.8	73.8	74.6	76.2	87.0	88.9	73.4	91.6	93.9	78.3	74.9	77.0	77.0
October	94.7	88.7	77.2	81.6	77.9	78.7	84.4	79.9	72.0	104.2	97.4	87.0	83.4	75.4	75.4
November	85.0	87.3	76.6	74.1	77.0	77.0	56.9	58.2	64.6	84.6	86.8	85.9	73.4	76.3	77.1
December	126.8	125.7	82.7	94.0	92.1	80.8	69.7	68.5	88.9	100.4	99.4	89.5	88.4	89.7	83.9
1937															
January	57.2	57.8	72.3	78.2	76.1	79.3	48.5	49.6	69.8	58.6	58.7	88.9	79.8	77.0	79.3
February	58.6	62.4	74.3	75.9	82.3	81.4	49.5	52.7	75.3	68.5	72.6	87.5	74.4	78.9	80.5
March	70.7	70.5	72.5	82.3	81.1	80.3	67.7	66.9	66.9	79.8	78.6	90.4	82.6	84.8	84.8

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (Revised)			Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
March, 1929	89.1			116.4	119.2	152.8	110.7	108.6	111.9	103.8	100.8	121.5
March, 1930	83.4			93.3	91.9	117.8	100.1	98.5	101.6	84.2	79.6	100.8
March, 1931	78.1			73.9	72.8	92.2	88.0	87.5	90.2	77.5	77.9	97.4
March, 1932	51.8			44.3	43.7	53.9	68.2	66.9	69.0	72.3	72.7	87.6
March, 1933	40.9			29.7	28.2	34.4	56.4	55.1	56.8	60.4	58.7	74.2
March, 1934	48.7			32.9	32.5	39.6	56.7	55.0	56.7	76.1	71.7	87.4
March, 1935	52.8			39.7	39.2	47.8	51.4	50.5	52.0	67.5	63.7	80.6
March, 1936	53.3			36.6	36.2	44.1	52.7	52.4	54.0	65.1	65.5	81.8
March, 1937	65.5			47.0	46.4	56.6	5.0	56.0	57.7	79.6	80.4	96.9
1936												
March	53.3			36.6	36.2	44.1	52.7	52.4	54.0	65.1	65.5	81.8
April	76.7			36.9	37.8	46.7	51.7	52.4	51.9	80.4	83.2	90.5
May	100.8			50.1	51.5	59.1	53.3	52.3	52.3	91.2	88.3	84.9
June	92.2			34.9	34.5	48.5	52.4	53.1	52.6	93.1	93.6	90.9
July	83.6			34.1	33.6	51.7	55.8	54.6	53.0	88.8	88.7	88.7
August	82.9			31.9	31.5	41.5	57.3	56.4	53.2	87.1	82.5	89.6
September	89.7			63.3	64.9	47.4	55.3	56.1	53.4	85.5	88.4	91.1
October	95.0			69.8	66.3	50.3	54.6	52.9	52.9	100.7	92.2	87.8
November	79.6			60.9	62.6	44.4	52.9	54.3	56.6	90.5	93.7	92.7
December	86.7			77.8	76.8	48.6	59.9	58.8	57.6	183.0	184.1	99.5
1937												
January	45.9			46.2	47.4	57.1	52.9	51.9	55.8	61.7	59.9	89.4
February	38.7			47.1	50.4	57.9	50.7	55.1	57.3	62.8	66.9	90.3
March	65.5			47.0	46.4	56.6	57.0	56.0	57.7	79.6	80.4	96.9

YEAR-TO-YEAR COMPARISON OF SALES FOR CORRESPONDING MONTHS

- D. Percentage change from corresponding month in 1930.
E. Percentage change from corresponding month in preceding year.

Months	General Index		Boots and Shoes		Candy		Men's Clothing		Women's Clothing		Departmental		Drugs	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
February, 1935	-35.0	+ 0.4	-50.3	- 2.9	-44.3	+ 7.5	-42.5	+ 4.5	-48.4	+ 3.1	-34.5	- 0.9	-28.4	+ 6.3
February, 1936	-30.0	+ 7.8	-43.5	+13.7	-38.6	+10.8	-39.3	+ 5.6	-45.5	+ 5.6	-30.4	+ 6.3	-25.4	+ 7.0
February, 1937	-27.9	+ 3.0	-40.8	+ 4.8	-44.9	-10.2	-33.4	+ 9.8	-42.3	+ 6.0	-29.4	+ 1.4	-21.1	+ 3.0
March, 1935	-31.5	- 6.3	-31.7	-17.1	-43.5	-38.0	-47.9	-15.7	-41.3	-12.5	-30.6	- 8.5	-28.3	+ 1.9
March, 1936	-31.2	+ 0.5	-31.5	+ 0.3	-48.6	- 9.0	-45.3	+ 4.9	-45.5	- 7.2	-29.4	+ 1.8	-31.1	- 3.9
March, 1937	-22.0	+13.3	-29.4	+ 3.1	- 7.8	+79.4	-31.4	+25.4	-32.5	+23.8	-20.1	+13.1	-23.2	+11.5

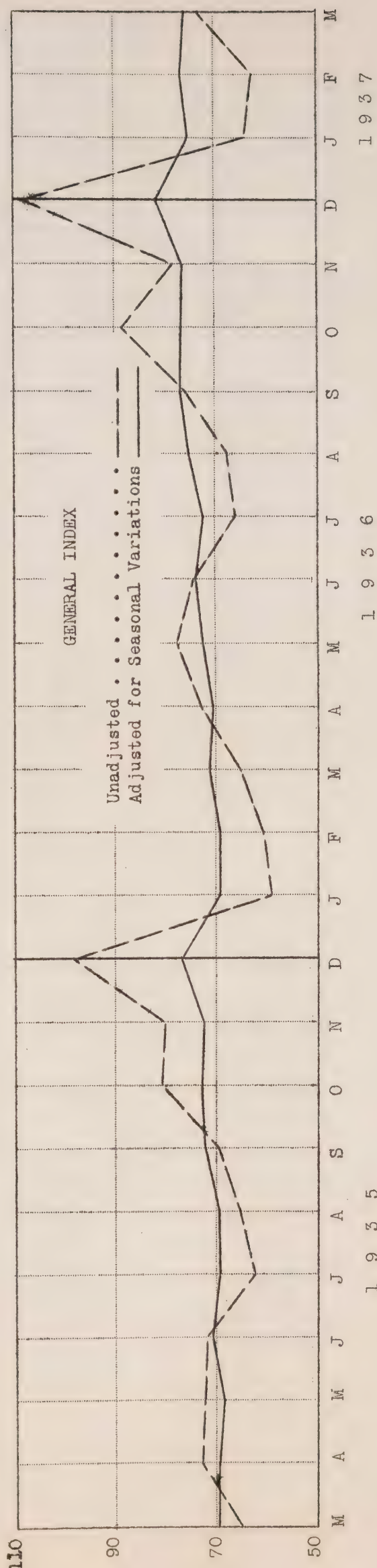
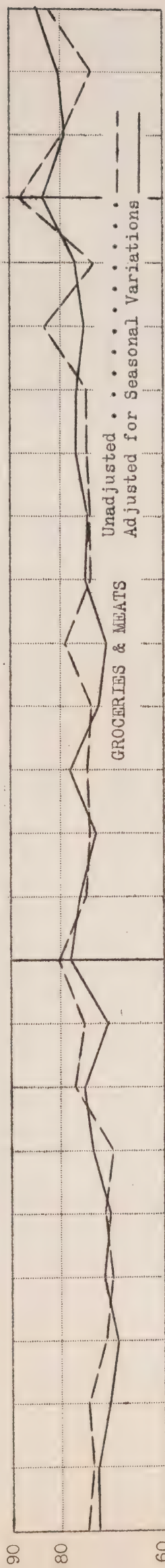
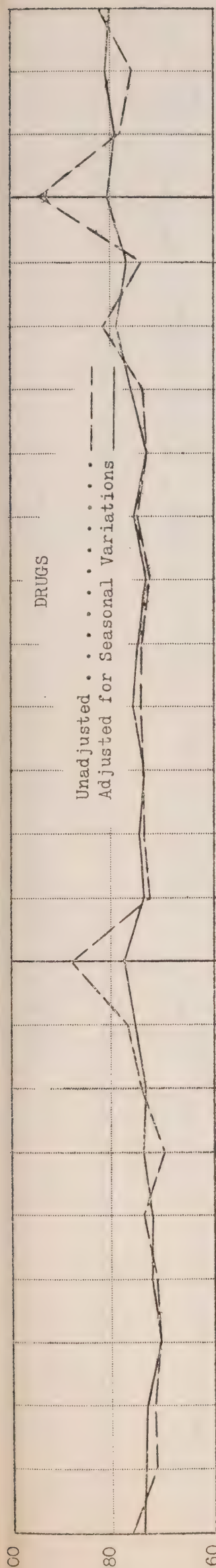
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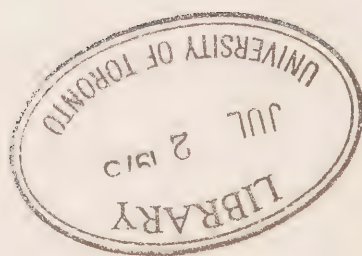
Months	Dyers and Cleaners		Furniture		Groceries and Meats		Hardware		Music and Radio		Restaurants		Variety	
	D	E	D	E	D	E	D	E	D	E	D	E	D	E
February, 1935	-28.2	- 2.5	-37.1	+14.4	-32.7	+ 1.3	-42.6	+11.3	-64.7	+23.2	-53.2	- 4.3	-22.4	- 3.1
February, 1936	-27.9	+ 0.4	-33.3	+ 6.1	-29.5	+ 4.9	-44.0	- 2.5	-59.0	+16.1	-51.8	+ 2.9	-22.2	+ 0.4
February, 1937	-25.8	+ 1.4	-22.5	+16.1	-23.1	+ 0.3	-43.7	+ 0.5	-47.4	+16.6	-46.6	+ 3.5	-15.0	+ 3.3
March, 1935	-38.6	-11.6	-35.9	+ 0.5	-25.5	- 4.4	-36.7	+ 8.4	-67.4	+20.7	-48.7	- 9.3	-19.8	-11.3
March, 1936	-34.5	+ 6.7	-36.0	- 0.2	-25.9	- 0.5	-36.1	+ 0.9	-60.8	- 7.8	-47.4	+ 2.5	-22.7	- 3.6
March, 1937	-34.8	- 0.4	-17.7	+28.5	-18.1	+10.4	-21.5	+22.9	-49.6	+28.4	-43.1	+ 8.2	- 5.5	+22.3

N.B. These percentage changes are based upon actual monthly sales figures. No allowances have been made for differences in the number of working days or for seasonal variations.

COMPARISON OF DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS
(February, 1937, Compared with February, 1936)

Department	February, 1936	February, 1937	% Change, 1937/1936
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	13,939,704	14,179,000	+ 1.7
1. Women's dresses, coats and suits	1,014,412	1,023,020	+ 0.8
2. Girls' and infants' wear	303,919	304,864	+ 0.3
3. Hosiery and gloves	488,807	529,557	+ 8.3
4. Lingerie and corsets	689,343	644,013	- 6.6
5. Millinery	101,631	121,546	+ 19.6
6. Women's and children's apparel--Total (1-5) ...	2,598,112	2,623,000	+ 1.0
7. Men's and boys' clothing and furnishings	1,274,912	1,264,856	- 0.8
8. Drugs and toilet articles and preparations	595,989	566,770	- 4.9
9. Piece goods	1,436,446	1,376,491	- 4.2
10. Small wares	609,654	590,556	- 3.1
11. Food and kindred products	1,797,971	1,721,511	- 4.3
12. Furniture	971,545	1,220,412	+ 25.6
13. Home furnishings	988,650	1,062,886	+ 7.5
14. Household appliances and electrical supplies ..	290,175	328,543	+ 13.2
15. Hardware and kitchen utensils	521,106	523,710	+ 0.5
16. Radios, musical instruments and supplies	285,334	290,996	+ 2.0
17. Shoes and other footwear	747,068	798,102	+ 6.8
18. Stationery, books and magazines	264,283	259,762	- 1.7
19. All other departments, total	1,558,459	1,551,405	- 0.5





DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

Dominion Statistician:
Chief, Internal Trade Branch

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RETAIL SALES IN CANADA, APRIL, 1937
(Indexes of Value)

formerly

CHANGES IN THE VALUE OF RETAIL SALES

The gradual upswing in Canadian retail trade continued throughout April. The dollar value of retail sales was 7.9 per cent above March and 8.5 per cent above April last year, according to index numbers compiled by the Dominion Bureau of Statistics. On the basis of the average for 1930 as 100, the unadjusted general index number was 79.2 for March, 73.4 for March and 73.0 for April, 1936.

When corrections for differences in the number of business days and for normal seasonal variations were made, the general index stood at 78.3 for April compared with 75.3 for March. With the single exception of December, 1936, retail trade was thus, at a higher level, during April than during any month since 1931.

The value of sales of the various sub-groups showed a mixed trend compared with last April, according to the unadjusted index numbers, with eight groups advancing and five groups receding. Anticipation of Coronation broadcasts resulted in heavy buying of radios, sales figures advancing 37.9 per cent compared with last April. Hardware store sales gained 21.6 per cent and the grocery and meat and furniture groups each advanced 1.5 per cent. Restaurant sales increased 9.1 per cent, departmental store sales, 6.9 per cent, and drug store sales, 5.0 per cent. The men's clothing group showed an improvement of 1.1 per cent while sales of women's clothing declined 4.2 per cent. Variety store sales receded 0.5 per cent; boot and shoe sales, 2.3 per cent; and receipts of dyeing and cleaning establishments, 14.0 per cent. April candy sales declined 43.2 per cent below April, 1936. This decrease may be attributed to the changing date of Easter, the holiday trade being concentrated in March this year and in April a year ago.

This report presents on page 5 the new series of index numbers of hardware store sales based on the combined figures of 13 chains of hardware stores and 83 hardware firms operating one store only. The three series of index numbers, the unadjusted, the series corrected for number of business days and the third adjusted for number of business days and for normal seasonal variations are shown by months from January, 1929, to date. On page 6 are shown the indexes of seasonal variation or the seasonal correction factors for the various months. This new series brings out that the proportion of annual business transacted during the months of January and February has been gradually decreasing since 1929, while there has been a corresponding increase in buying activity during the months of July and September of the last nine years.

The seasonal correction factors used in the calculations of the new series of furniture store sales recently published also appear on page 6 of this report.

This report is based upon monthly returns secured from a representative number of department stores, chain store companies and a number of independent firms in those lines of business where chains are of minor importance.

Analysis of Departmental Store Sales for March—The analysis of department store sales for the months of March, 1936 and March, 1937, shows improvement over last year for every department outlined and an advance of 12.0 per cent for department store sales as a whole. The early occurrence of Easter in 1937 resulted in a sharp upswing of sales of wearing apparel. The men's and boys' clothing group showed a gain of 13.9 per cent. The women's and children's departments gained 12.8 per cent over last year, millinery sales alone advancing 28.4 per cent. A sharp rise was reported in both furniture and household appliance sales, the former gaining 34.7 per cent and the latter 20.1 per cent. Another important advance was that for stationery, book and magazine sales, which was 19.7 per cent. Since a few stores, which contribute total sales figures for use in the calculation of the departmental store index number, are unable to give a breakdown of sales by departments, it will be understood that the percentage change in total value of departmental store sales as shown on page 6 will vary slightly from the percentage change indicated by the unadjusted index numbers appearing in the regular series.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (x) (314 firms)			Boots and Shoes (17 Chains)			Candy (7 Chains)			Men's Clothing (18 Chains)			Women's Clothing (13 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
April, 1929	109.8	110.2	110.2	132.9	133.4	128.3	93.5	95.9	112.8	158.3	159.6	138.8	114.7	115.6	107.0
April, 1930	107.8	111.7	102.4	123.5	128.6	109.0	130.0	132.8	102.1	148.7	154.9	113.1	126.9	132.0	106.5
April, 1931	95.1	98.0	93.3	104.2	107.6	96.0	107.5	109.3	84.1	107.5	111.5	88.5	101.1	104.7	90.3
April, 1932	77.7	74.5	74.5	88.9	83.6	80.4	61.3	59.1	69.5	67.7	63.7	55.4	79.2	74.4	68.9
April, 1933	67.6	69.4	63.7	72.7	72.7	61.6	80.5	80.3	61.2	82.8	84.1	61.4	67.2	68.2	55.0
April, 1934	67.4	69.6	69.6	71.0	73.0	70.2	55.2	58.2	68.4	66.0	68.5	59.6	62.3	64.5	59.7
April, 1935	73.0	75.8	69.6	83.1	86.1	73.0	78.9	80.8	62.2	84.9	89.1	65.0	70.0	74.0	59.7
April, 1936	73.0	75.2	70.3	81.5	84.1	73.8	83.8	85.2	65.5	81.3	84.3	64.3	73.5	76.1	63.4
April, 1937	79.2	78.3	78.3	79.6	79.3	76.2	47.6	48.2	56.8	82.2	81.2	70.6	70.4	69.5	64.4
1936															
April	73.0	75.2	70.3	81.5	84.1	73.8	83.8	85.2	65.5	81.3	84.3	64.3	73.5	76.1	63.4
May	77.2	75.8	72.2	97.6	98.4	84.1	59.1	57.0	58.2	80.3	77.3	66.0	68.8	66.1	60.1
June	73.9	74.1	73.4	107.0	107.5	80.8	45.8	47.0	61.0	72.8	73.4	63.2	70.2	70.7	58.9
July	65.6	64.7	71.9	69.5	69.3	67.9	49.9	49.1	57.7	54.0	53.4	62.8	61.5	60.7	65.3
August	67.1	64.9	74.6	60.7	57.1	68.8	58.3	56.6	57.8	48.2	46.1	65.8	51.2	48.8	64.2
September	75.2	77.1	75.9	73.5	76.6	78.9	55.1	56.2	60.4	67.5	69.1	75.2	56.9	58.2	64.6
October	87.5	81.1	75.3	83.0	75.9	78.2	60.6	56.8	59.8	104.6	95.6	77.1	67.5	61.6	64.2
November	77.6	80.2	70.6	83.9	86.3	79.9	46.9	49.5	57.5	93.1	93.5	77.2	59.1	61.2	65.8
December	107.8	107.6	80.9	110.6	111.5	79.1	114.7	113.5	61.0	109.9	110.7	86.5	130.4	131.2	70.9
1937															
January	62.8	61.9	73.8	44.0	42.7	64.7	43.2	41.7	55.6	52.7	51.5	78.0	43.3	42.2	61.2
February	61.6	65.7	75.5	43.4	46.2	72.1	55.3	60.0	65.2	45.9	48.8	78.6	44.1	46.8	68.8
March	73.4	73.8	75.3	62.8	63.3	71.9	85.3	84.7	65.2	70.2	71.4	71.4	59.5	60.4	65.7
April	79.2	78.3	78.3	79.6	79.3	76.2	47.6	48.2	56.8	82.2	81.2	70.6	70.4	69.5	64.4

(x) Revised to take account of new hardware series.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Month	Departmental (36 Firms)			Drugs (24 Chains)			Dyers and Cleaners (8 Chains)			Furniture (26 Firms)			Groceries and Meats (34 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
April, 1929	104.1	103.2	108.6	101.0	103.0	104.1	139.5	137.3	105.7	142.9	141.6	147.5	105.7	107.4	104.3
April, 1930	105.6	108.9	105.7	101.5	102.8	103.9	137.0	140.3	100.2	115.8	118.8	107.0	105.9	111.2	103.9
April, 1931	94.5	97.0	97.0	91.2	92.4	93.3	124.1	127.1	94.1	95.7	98.2	88.5	97.0	101.1	96.2
April, 1932	77.7	75.6	79.6	84.2	83.1	83.9	88.7	87.3	67.1	73.3	70.9	63.8	81.4	75.8	73.6
April, 1933	66.6	70.1	68.0	66.9	67.6	68.3	87.6	93.4	66.7	57.3	59.4	53.1	70.2	70.5	65.9
April, 1934	66.3	68.1	70.9	69.2	72.0	72.7	87.9	89.9	69.1	71.3	73.1	63.1	71.6	74.5	72.4
April, 1935	72.6	74.9	72.7	71.7	73.0	73.8	96.3	98.4	70.3	81.2	83.3	71.2	73.8	76.7	72.4
April, 1936	72.1	74.0	69.8	74.3	75.2	75.9	112.0	114.5	84.8	86.1	88.3	75.5	73.8	76.7	72.4
April, 1937	77.1	75.8	79.8	78.0	78.7	79.5	96.3	94.6	72.7	98.6	97.6	83.4	84.5	83.4	81.0
1936															
April	72.1	74.0	69.8	74.3	75.2	75.9	112.0	114.5	84.8	86.1	88.3	75.5	73.8	76.7	72.4
May	74.7	75.2	73.8	74.1	72.1	75.1	105.6	107.9	86.3	94.1	94.2	74.8	79.3	75.1	70.9
June	73.4	72.7	75.0	72.5	73.8	73.1	90.9	89.3	80.5	76.3	75.5	76.2	74.1	75.2	75.2
July	57.7	56.8	71.0	75.1	73.3	75.6	82.7	81.3	82.9	62.5	61.8	79.3	74.2	73.3	74.7
August	62.8	61.3	76.6	75.3	72.0	73.5	76.6	75.2	78.3	79.8	79.9	79.9	74.8	70.9	77.0
September	78.8	80.9	77.8	73.4	74.2	75.8	87.0	88.9	73.4	91.6	93.9	78.3	74.9	77.0	77.0
October	94.7	88.7	77.2	80.7	77.0	77.8	84.4	79.9	72.0	104.2	97.4	87.0	83.4	75.4	75.4
November	85.0	87.3	76.6	73.5	76.5	76.5	56.9	58.2	64.6	84.6	86.8	85.9	73.4	76.3	77.1
December	126.8	125.7	82.7	93.6	91.6	80.4	69.7	68.5	88.9	100.4	99.4	89.5	88.4	89.7	83.9
1937															
January	57.2	57.8	72.3	78.3	76.2	79.4	48.5	49.6	69.8	58.5	58.6	88.8	79.8	77.0	79.3
February	58.6	62.4	74.3	75.6	82.0	81.1	49.4	52.6	75.1	68.2	72.5	87.4	74.4	78.9	80.5
March	70.8	70.5	72.7	81.1	80.0	79.2	70.5	69.2	69.2	79.3	78.4	90.2	82.4	84.7	84.7
April	77.1	75.8	79.8	78.0	78.7	79.5	96.3	94.6	72.7	98.6	97.6	83.4	84.5	83.4	81.0

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (Revised)			Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
April, 1929	115.3	113.6	109.2	108.1	106.5	143.9	108.1	109.6	108.5	99.8	100.3	112.7
April, 1930	102.5	105.0	101.0	79.3	81.3	109.8	97.8	99.1	98.1	92.8	96.4	103.6
April, 1931	90.4	92.6	89.0	61.5	63.0	84.0	87.5	88.7	87.8	92.2	95.3	103.6
April, 1932	75.5	74.4	71.6	41.8	41.2	54.2	68.4	68.4	67.7	80.7	76.1	85.5
April, 1933	59.7	63.7	61.3	26.2	28.0	35.0	55.6	56.5	56.0	73.9	74.1	79.6
April, 1934	67.1	68.8	66.1	29.9	30.7	37.9	53.9	55.3	54.8	69.8	72.2	80.2
April, 1935	73.7	75.5	72.6	35.5	36.4	45.0	50.7	51.4	50.9	77.9	80.9	87.0
April, 1936	76.4	78.0	75.0	36.9	37.8	46.7	51.7	52.4	51.9	80.4	83.2	90.5
April, 1937	92.9	91.2	87.7	50.9	50.3	62.1	56.4	57.0	56.5	80.0	79.9	89.8
1936												
April	76.4	78.0	75.0	36.9	37.8	46.7	51.7	52.4	51.9	80.4	83.2	90.5
May	100.4	102.5	75.4	50.1	51.5	59.1	53.3	52.3	52.3	91.2	88.3	84.9
June	91.7	90.1	75.7	34.9	34.5	48.5	52.4	53.1	52.6	93.1	93.6	90.9
July	83.2	81.7	74.3	34.1	33.6	51.7	55.8	54.6	53.0	88.8	88.7	88.7
August	82.5	81.0	78.6	31.9	31.5	41.5	57.3	56.4	53.2	87.1	82.5	89.6
September	89.3	91.1	76.0	63.3	64.9	47.4	55.3	56.1	53.4	85.5	88.4	91.1
October	94.6	89.4	77.8	69.8	66.3	50.3	54.6	52.9	52.9	100.7	92.2	87.8
November	79.2	80.9	80.9	60.9	62.6	44.4	52.9	54.3	56.6	90.5	93.7	92.7
December	86.4	84.8	75.7	77.8	76.8	48.6	59.9	58.8	57.6	183.0	184.1	99.5
1937												
January	44.2	45.1	82.1	46.2	47.4	57.1	52.9	51.9	55.8	61.7	59.9	89.4
February	42.1	44.8	80.0	47.1	50.4	57.9	50.7	55.1	57.3	62.8	66.9	90.3
March	61.2	60.1	85.9	46.7	46.1	56.2	57.1	56.0	57.8	79.6	80.4	96.9
April	92.9	91.2	87.7	50.9	50.3	62.1	56.4	57.0	56.5	80.0	79.9	89.8

REVISED INDEX NUMBERS OF HARDWARE STORE SALES - (AVERAGE FOR 1930 = 100)

(Based on sales of 96 firms, comprising 13 chains and 83 independent stores)

A. Unadjusted. B. Corrected for number of business days.

C. Adjusted for number of business days and for seasonal variations.

Month	1929			1930			1931			1932		
	A	B	C	A	B	C	A	B	C	A	B	C
January	82.5	81.2	128.9	73.3	72.2	114.7	61.1	60.2	95.5	49.6	50.8	82.0
February	77.2	82.4	121.2	68.8	73.4	108.0	59.9	63.9	95.4	52.0	53.3	80.8
March	88.1	90.3	128.9	83.4	82.1	117.3	78.1	76.9	109.9	51.8	51.1	73.0
April	115.3	113.6	109.2	102.5	105.0	101.0	90.4	92.6	89.0	75.5	74.4	71.6
May	121.5	119.7	88.0	124.4	122.5	90.1	103.3	105.9	77.9	91.3	93.5	68.8
June	118.5	121.5	102.1	105.8	108.4	91.1	92.1	90.8	76.3	77.8	76.7	64.4
July	119.4	117.6	121.2	99.5	98.0	101.1	86.2	85.0	86.7	62.8	64.4	65.0
August	122.2	115.9	112.5	105.7	104.2	101.1	88.3	87.1	84.5	66.4	63.0	61.2
September	139.8	149.2	132.0	108.1	110.8	98.0	91.8	94.1	83.3	69.3	71.0	62.3
October	137.5	130.5	113.4	119.7	113.6	98.8	86.8	82.3	71.6	71.4	70.4	61.2
November	123.0	121.2	121.2	99.1	101.5	101.5	79.9	81.8	81.8	57.4	56.5	56.5
December	134.7	138.0	123.2	109.8	108.2	96.6	91.7	90.4	80.7	59.1	58.2	52.0

Month	1933			1934			1935			1936			1937		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
January	32.4	33.2	55.4	37.5	36.9	63.7	39.1	38.6	67.6	39.0	38.3	68.3	44.2	45.1	82.1
February	30.9	33.0	52.4	35.5	37.9	63.2	37.3	39.3	68.7	38.3	39.1	69.9	42.1	44.8	80.0
March	40.9	38.8	55.5	48.7	48.0	68.6	49.4	48.7	69.6	52.9	52.0	74.2	61.2	60.1	85.9
April	59.7	63.7	61.3	67.1	68.8	66.1	73.7	75.5	72.6	76.4	78.0	75.0	92.9	91.2	87.7
May	81.0	79.8	58.7	96.4	95.0	69.9	93.0	91.6	67.4	100.4	102.5	75.4			
June	71.3	70.2	59.0	85.2	84.0	70.6	82.6	84.6	71.1	91.7	90.1	75.7			
July	61.3	62.8	61.6	71.8	73.6	70.1	78.1	76.9	71.9	83.2	81.7	74.3			
August	62.3	59.1	57.4	74.6	70.8	68.8	78.2	74.2	72.0	82.5	81.0	78.6			
September	68.4	70.1	60.4	76.4	81.6	69.1	80.5	86.0	72.2	89.3	91.1	76.0			
October	70.7	69.7	60.6	84.7	80.4	69.9	86.3	81.9	71.2	94.6	89.4	77.8			
November	57.2	56.4	56.4	72.0	70.9	70.9	72.4	71.4	71.4	79.2	80.9	80.9			
December	63.1	64.7	57.7	77.6	79.5	71.0	79.6	81.5	72.8	86.4	84.8	75.7			

Year-to-year Comparison of Sales for Corresponding Months

	March, 1937		April, 1937	
	+ or - p.c. compared with		+ or - p.c. compared with	
	March, 1930	March, 1936	April, 1930	April, 1936
General Index	- 22.5	+ 13.8.	- 26.5	+ 8.5
Boots and Shoes	- 29.9	+ 2.3	- 35.5	- 2.3
Candy	- 7.7	+ 79.6	- 63.4	- 43.2
Men's Clothing	- 31.2	+ 25.8	- 44.7	+ 1.1
Women's Clothing	- 32.3	+ 24.2	- 44.5	- 4.2
Departmental	- 20.0	+ 13.3	- 27.0	+ 6.9
Drugs	- 24.3	+ 9.9	- 23.2	+ 5.0
Dryers and Cleaners	- 32.5	+ 3.1	- 29.6	- 14.0
Furniture	- 18.2	+ 27.7	- 14.9	+ 14.5
Groceries and Meats	- 18.3	+ 10.2	- 20.2	+ 14.5
Hardware	- 26.6	+ 15.7	- 9.4	+ 21.6
Music and Radio	- 49.9	+ 27.6	- 35.8	+ 37.9
Restaurants	- 43.0	+ 8.3	- 42.3	+ 9.1
Variety	- 5.5	+ 22.3	- 13.8	- 0.5

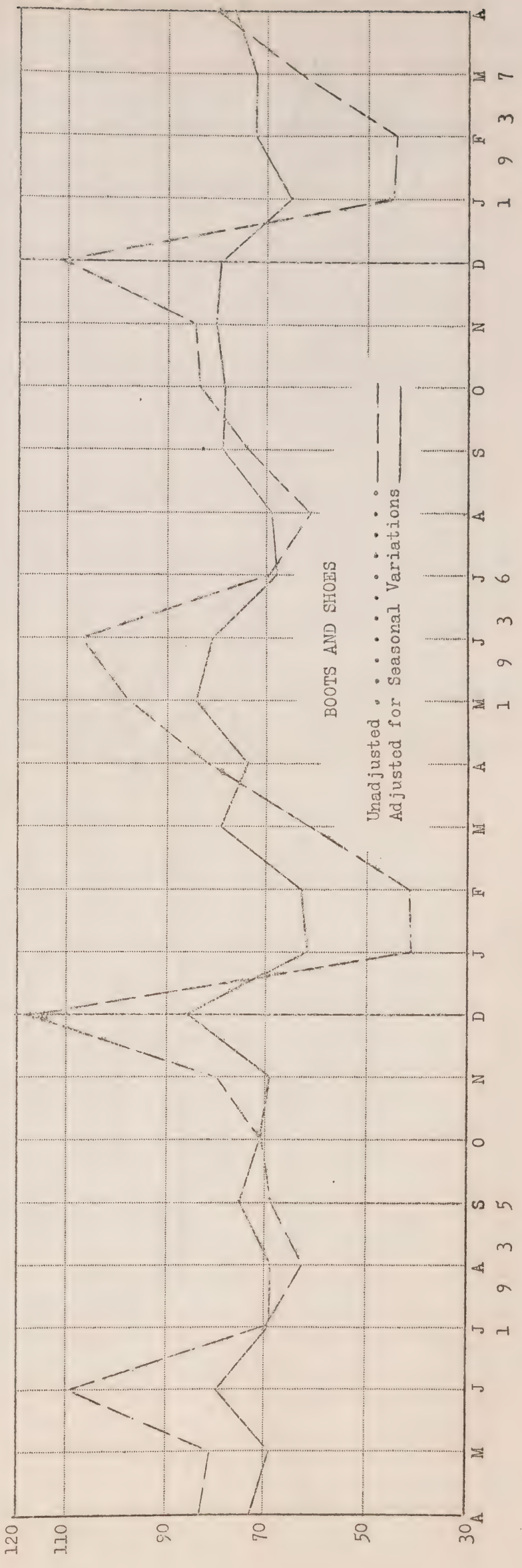
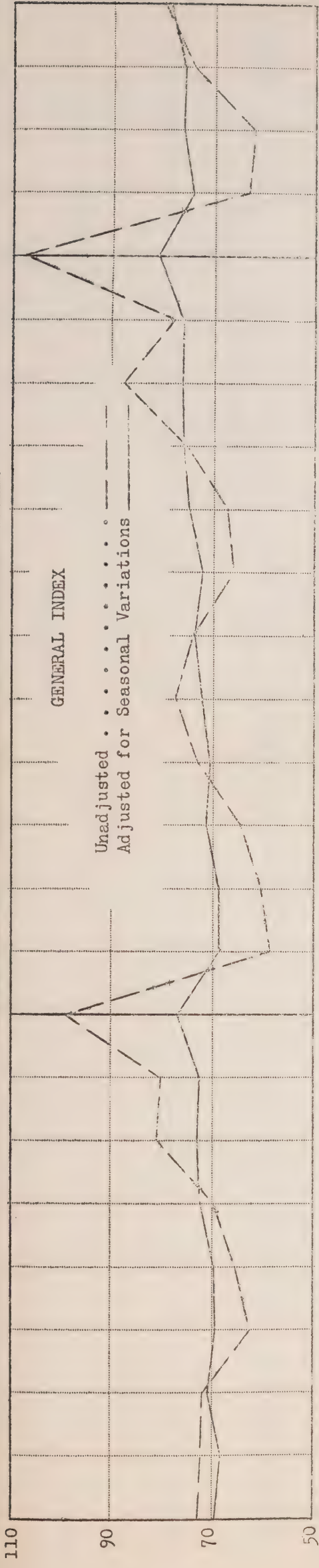
Revised Seasonal Correction Factors - (1929 - 1937)

Month	1929	1930	1931	1932	1933	1934	1935	1936	1937
<u>Hardware Stores</u>									
January	63	63	63	62	60	58	57	56	55
February	68	68	67	66	63	60	58	56	56
March	70	70	70	70	70	70	70	70	70
April	104	104	104	104	104	104	104	104	104
May	136	136	136	136	136	136	136	136	136
June	119	119	119	119	119	119	119	119	119
July	97	97	98	99	102	105	107	109	110
August	103	103	103	103	103	103	103	103	103
September	113	113	113	114	116	118	119	120	120
October	115	115	115	115	115	115	115	115	115
November	100	100	100	100	100	100	100	100	100
December	112	112	112	112	112	112	112	112	112
<u>Furniture Stores</u>									
January		74	74	74	71	68	66	66	66
February	1	91	91	90	87	83	83	83	83
March		87	87	87	87	87	87	87	87
April		111	111	111	112	116	117	117	117
May		120	120	121	126	126	126	126	126
June		94	94	95	97	98	99	99	99
July		70	70	72	76	78	78	78	78
August		87	87	91	98	100	100	100	100
September		111	112	119	120	120	120	120	120
October		116	116	116	112	112	112	112	112
November		113	113	107	102	101	101	101	101
December		126	125	117	112	111	111	111	111

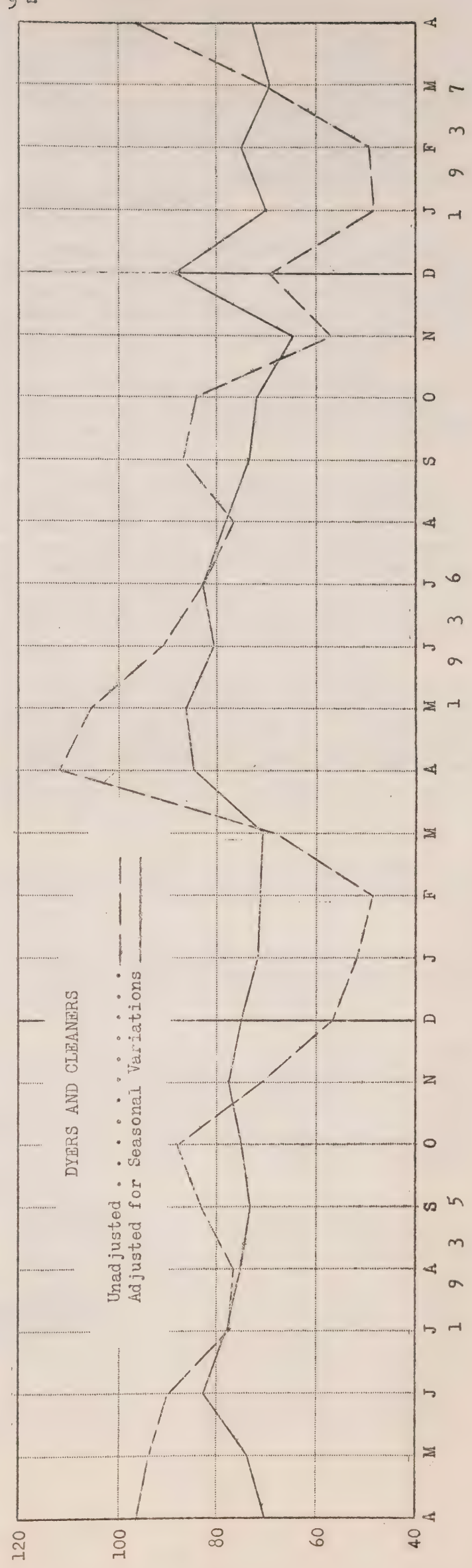
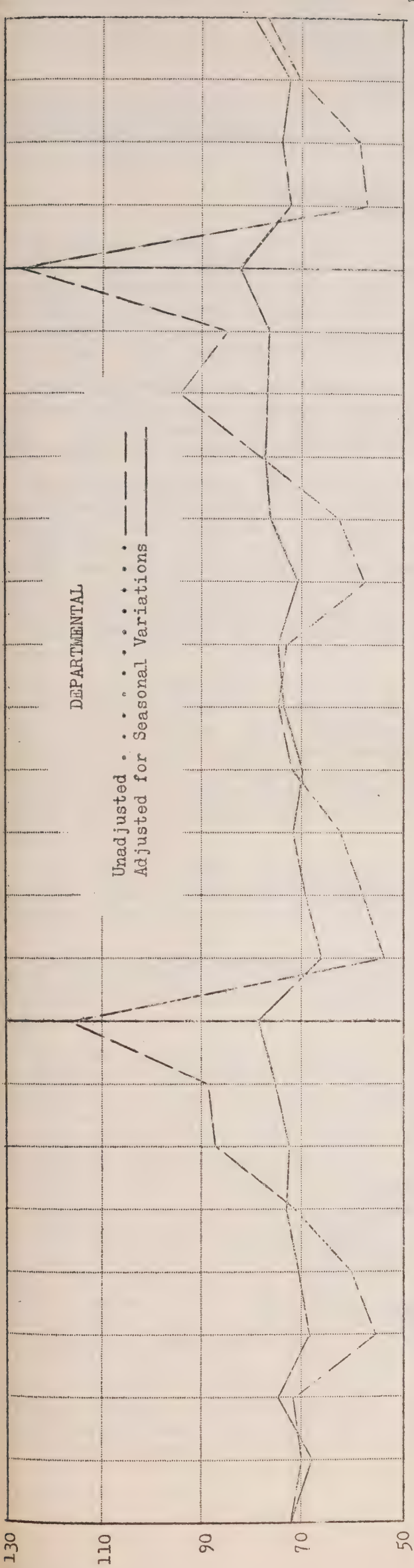
COMPARISON OF DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS
(March, 1937, Compared with March, 1936)

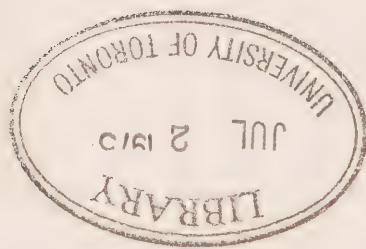
Department	March, 1936	March, 1937	% Change, 1937/1936
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	15,482,200	17,332,703	+ 12.0
1. Women's dresses, coats and suits	1,574,534	1,741,787	+ 10.6
2. Girls' and infants' wear	424,408	476,603	+ 12.3
3. Hosiery and gloves	646,108	767,777	+ 18.8
4. Lingerie and corsets	697,513	744,905	+ 6.8
5. Millinery	252,603	324,442	+ 28.4
6. Women's and children's apparel--Total (1-5) ..	3,595,166	4,055,514	+ 12.8
7. Men's and boys' clothing and furnishings	1,583,276	1,802,645	+ 13.9
8. Drugs and toilet articles and preparations ...	524,344	558,894	+ 6.6
9. Piece goods	1,376,380	1,398,393	+ 1.6
10. Small wares	585,995	622,597	+ 6.2
11. Food and kindred products	1,774,038	1,904,677	+ 7.4
12. Furniture	726,583	978,648	+ 34.7
13. Home furnishings	1,031,021	1,211,291	+ 7.5
14. Household appliances and electrical supplies .	319,851	384,036	+ 20.1
15. Hardware and kitchen utensils	621,273	656,583	+ 5.7
16. Radios, musical instruments and supplies	241,495	255,586	+ 5.8
17. Shoes and other footwear	1,178,701	1,279,082	+ 8.5
18. Stationery, books and magazines	212,547	254,467	+ 19.7
19. All other departments	1,711,530	1,970,290	+ 15.1

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)





5
GOVT PUBNS

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

Retail trade

Monthly

Dominion Statistician:

R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)

Chief, Internal Trade Branch:

Herbert Marshall, B.A., F.S.S.

Vol. VII - No. 5.

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RETAIL SALES IN CANADA, MAY, 1937
(Indexes of Value)

Increased activity in all lines of retail trade for which information is available was shown during the month of May as compared with a year ago. The dollar value of Canadian retail sales was 8.4 per cent above May last year and 5.7 per cent above April, 1937, according to index numbers compiled by the Dominion Bureau of Statistics. On the basis of the average for 1930 as 100, the unadjusted general index number was 83.7 for May, 1937, 77.2 for May, 1936, and 79.2 for April this year.

After adjustments for differences in number of business days and for normal seasonal variations were made, the general index was 78.9 for May, 78.3 for April and 75.3 for March. The 78.9 recorded for May this year compares with a low of 67.6 for the same month in 1933 and a high of 108.8 for May of 1929.

As pointed out above, the thirteen types of retail outlets covered by this report showed advances in value of sales compared with May, 1936, according to the unadjusted index numbers. Largest gains were made by furniture stores, hardware stores and the music and radio stores. These reported improvement over last year's figures of 18.0 per cent, 14.8 per cent and 14.0 per cent respectively. The value of grocery and meat store sales advanced 9.6 per cent, while sales of variety stores exceeded those for May, 1936, by 9.0 per cent. Sales of thirty-six large departmental stores gained 7.6 per cent over a year ago, while the other groups registered moderate increases ranging from 0.6 per cent for boots and shoes to 6.1 per cent for men's clothing.

As compared with April, the value of sales increased during May for ten groups, with two showing declines and one remaining unchanged. Notable increases were made by the following: Candy, 31.4 per cent; hardware and variety, both 24.1 per cent, and boots and shoes, 20.9 per cent. Dyers' and cleaners' receipts increased 12.7 per cent; furniture sales, 12.6 per cent, and music and radio sales, 12.2 per cent. Smaller gains were shown for men's clothing, departmental stores and groceries and meats. No change was shown in sales of women's clothing, while restaurants and drug stores reported declines in sales as compared with April.

This report is based upon sales of 314 firms, including a representative number of department stores, chain store companies and a number of independent firms in those lines of business where chains are of minor importance.

Analysis of Departmental Store Sales for April and May, 1937.--Through the co-operation of contributing firms, it is possible to give, in this report, a comparison of departmental store sales by selected departments for the month of May in addition to that for April.

Analysis of April sales figures shows an increase over April, 1936, of 8.0 per cent for departmental store sales as a whole. The household appliance and furniture departments continue to show the largest advances in sales with gains of 30.5 per cent and 27.0 per cent respectively. A 21.1 per cent increase was noted in sales of home furnishings, while the value of piece goods sold rose 12.3 per cent. The only declines from last year were shown in the hosiery and glove and millinery departments, the decreases being 0.8 per cent and 4.5 per cent respectively.

May sales of those departmental stores contributing a monthly breakdown by departments advanced 6.9 per cent as compared with May, 1936. Heavy demand for household appliances and electrical supplies is again noted with a percentage gain of 30.3 shown for this group. The recent Coronation was undoubtedly largely responsible for the 24.0 per cent advance in sales of stationery, books and magazines, and also for the 16.2 per cent increase in sales of radios, musical instruments and supplies. Appreciable gains in sales of furniture and home furnishings were noted during May. The former increased 21.1 per cent and the latter 16.3 per cent. Small decreases were shown for millinery, lingerie and corsets, and women's dresses, coats and suits. These were offset by gains in sales of girls' and infants' wear and hosiery and gloves with the result that total figures for women's and children's wear advanced 1.3 per cent as compared with May, 1936. Moderate advances were shown for all other groups.

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INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (314 Firms)			Boots and Shoes (17 Chains)			Candy (7 Chains)			Men's Clothing (18 Chains)			Women's Clothing (13 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
May, 1929	115.2	114.3	108.8	149.3	149.4	127.7	116.7	114.7	117.0	146.0	145.5	124.4	121.7	121.2	110.2
May, 1930	109.1	107.4	102.3	120.9	120.5	103.0	106.1	99.4	101.5	126.5	125.1	106.9	118.7	117.2	106.6
May, 1931	92.6	90.8	86.5	103.4	100.2	85.6	87.9	84.7	86.5	90.1	86.8	74.2	92.4	88.9	80.8
May, 1932	75.6	77.8	74.1	91.8	94.4	80.7	67.3	68.9	70.3	67.4	69.9	59.8	70.7	73.2	66.6
May, 1933	71.0	70.9	67.6	77.5	77.8	66.5	59.9	59.4	60.6	68.2	68.7	58.7	64.8	65.2	59.3
May, 1934	75.1	74.8	71.3	92.1	92.8	79.3	60.0	59.3	60.5	76.1	76.1	65.0	68.7	68.6	62.4
May, 1935	72.3	71.7	68.3	80.9	80.9	69.2	60.8	59.7	61.0	71.4	71.1	60.8	61.0	60.7	55.2
May, 1936	77.2	75.8	72.2	97.6	98.4	84.1	59.1	57.0	58.2	80.3	77.3	66.0	68.8	66.1	60.1
May, 1937	83.7	82.9	78.9	98.2	95.3	81.4	62.7	60.9	62.1	83.9	82.0	70.1	71.8	70.1	63.7
1936 ⁽¹⁾															
January	58.5	57.7	68.6	40.8	40.7	61.7	44.7	43.9	58.6	47.1	46.6	70.6	39.8	39.3	57.0
February	60.2	59.8	68.7	41.4	40.2	62.8	61.6	61.5	66.8	41.8	40.9	65.9	41.6	40.6	59.7
March	64.5	64.7	71.0	61.4	61.7	79.1	47.5	48.7	57.2	55.8	56.3	67.0	47.9	48.3	60.3
April	73.0	75.2	70.3	81.5	84.1	73.8	83.8	85.2	65.5	81.3	84.3	64.3	73.5	76.1	63.4
May	77.2	75.8	72.2	97.6	98.4	84.1	59.1	57.0	58.2	80.3	77.3	66.0	68.8	66.1	60.1
June	73.9	74.1	73.4	107.0	107.5	80.8	45.8	47.0	61.0	72.8	73.4	63.2	70.2	70.7	58.9
July	65.6	64.7	71.9	69.5	69.3	67.9	49.9	49.1	57.7	54.0	53.4	62.8	61.5	60.7	65.3
August	67.1	64.9	74.6	60.7	57.1	68.8	58.3	56.6	57.8	48.2	46.1	65.8	51.2	48.8	64.2
September	75.2	77.1	75.6	73.5	76.6	78.9	55.1	56.2	60.4	67.5	69.1	75.2	56.9	58.2	64.6
October	87.5	81.1	75.8	83.0	75.9	78.2	60.6	56.8	59.8	104.6	95.6	77.1	67.5	61.6	64.2
November	77.6	80.2	75.6	83.9	86.3	79.9	46.9	49.5	57.5	93.1	96.5	77.2	59.1	61.2	65.8
December	107.8	107.6	80.9	110.6	111.5	79.1	114.7	113.5	61.0	109.9	110.7	86.5	130.4	131.2	70.9
1937 ⁽²⁾															
January	62.8	61.9	73.8	44.0	42.7	64.7	43.2	41.7	55.6	52.7	51.5	78.0	43.3	42.2	61.2
February	61.6	65.7	75.5	43.4	46.2	72.1	55.3	60.0	65.2	45.9	48.8	78.6	44.1	46.8	68.8
March	73.4	73.8	75.3	62.8	63.3	71.9	85.3	84.7	65.2	70.2	71.4	71.4	59.5	60.4	65.7
April	79.2	78.3	78.3	81.2	80.9	77.8	47.7	48.4	56.9	82.2	81.2	70.6	71.8	70.9	65.6
May	83.7	82.9	78.9	98.2	95.3	81.4	62.7	60.9	62.1	83.9	82.0	70.1	71.8	70.1	63.7

(1) Final figures for 1936.
(2) Subject to final revision.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Chains)			Dyers and Cleaners (8 Chains)			Furniture (26 Firms)			Groceries and Meats (34 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
May, 1929	107.3	105.9	103.8	104.4	102.1	106.3	123.9	122.0	117.6	139.4	138.1	115.1	111.8	111.9	105.5
May, 1930	104.8	103.1	101.1	101.8	97.4	101.4	136.9	134.8	107.9	137.6	136.4	113.6	109.7	108.5	102.4
May, 1931	89.3	89.9	88.1	91.0	88.7	92.4	106.5	109.0	87.2	99.0	99.2	82.7	96.6	91.6	86.4
May, 1932	73.7	75.7	74.2	76.6	77.1	80.3	80.6	82.5	66.0	72.9	74.7	61.8	79.8	83.1	78.4
May, 1933	70.0	69.4	68.0	66.3	65.4	68.1	85.9	84.5	67.6	67.6	66.9	53.1	75.7	77.0	72.6
May, 1934	73.6	72.9	71.5	70.5	68.9	71.7	94.0	92.4	73.9	88.1	87.3	69.3	76.8	77.4	73.0
May, 1935	70.5	69.6	68.2	72.0	70.4	73.3	93.7	92.1	73.7	83.9	83.1	65.9	74.8	74.7	70.5
May, 1936	74.7	75.2	73.8	74.1	72.1	75.1	105.6	107.9	86.3	94.1	94.2	74.8	79.3	75.1	70.9
May, 1937	80.4	81.2	79.6	76.9	75.6	78.7	109.0	111.3	89.1	111.0	111.2	88.3	86.9	83.8	79.1
1936(1)															
January	53.6	52.7	65.9	72.6	70.9	73.8	51.9	51.0	71.8	46.9	46.4	70.3	75.2	74.2	76.5
February	57.8	58.4	69.5	73.7	75.3	74.6	48.3	49.9	71.3	59.0	59.1	71.1	74.2	71.6	73.1
March	62.5	61.9	72.0	73.8	74.2	73.5	68.4	67.2	70.7	62.1	61.4	70.6	74.8	76.0	78.3
April	72.1	74.0	69.8	74.3	75.2	75.9	112.0	114.5	84.8	86.1	88.3	75.5	73.8	76.7	72.4
May	74.7	75.2	73.8	74.1	72.1	75.1	105.6	107.9	86.3	94.1	94.2	74.8	79.3	75.1	70.9
June	73.4	72.7	75.0	72.5	73.8	73.1	90.9	89.3	80.5	76.3	75.5	76.2	74.1	75.2	75.2
July	57.7	56.8	71.0	75.1	73.3	75.6	82.7	81.3	82.9	62.5	61.8	79.3	74.2	73.3	74.7
August	62.8	61.3	76.6	73.3	72.0	73.5	76.6	75.2	78.3	79.8	79.9	79.9	74.8	70.9	77.0
September	78.8	80.9	77.0	73.4	74.2	75.8	81.0	88.9	73.4	91.6	93.9	78.3	74.9	71.0	77.0
October	94.7	88.7	77.2	80.7	77.0	77.8	84.4	79.9	72.0	104.2	97.4	87.0	83.4	75.4	75.4
November	85.0	87.3	76.6	73.5	76.5	76.5	56.9	58.2	64.6	84.6	86.8	85.9	73.4	76.3	77.1
December	126.8	125.7	82.7	93.6	91.6	80.4	69.7	68.5	88.9	100.4	99.4	89.5	88.4	89.7	83.9
1937(2)															
January	57.2	57.8	72.3	78.3	76.2	79.4	48.5	49.6	69.8	58.5	58.6	88.8	79.8	77.0	79.3
February	58.6	62.4	74.3	75.6	82.0	81.1	49.4	52.6	75.1	68.2	72.5	87.4	74.4	78.9	80.5
March	70.8	70.5	72.7	81.1	80.0	79.2	70.5	69.2	69.2	79.3	78.4	90.2	82.4	84.7	84.7
April	77.1	75.8	79.8	78.0	78.7	79.5	96.7	95.0	73.1	98.6	97.6	83.4	84.5	83.4	81.0
May	80.4	81.2	79.6	76.9	75.6	78.7	109.0	111.3	89.1	111.0	111.2	88.3	86.9	83.8	79.1

(1) Final figures for 1936.
(2) Subject to final revision.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (6 Firms)			Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
May, 1929	121.5	119.7	88.0	118.4	116.6	147.6	116.6	114.1	114.1	130.8	130.9	125.9
May, 1930	124.4	122.5	90.1	82.3	81.1	102.6	104.3	101.0	101.0	105.5	105.3	101.2
May, 1931	103.3	105.9	77.9	63.7	65.2	82.6	89.4	87.7	87.7	102.0	98.7	94.9
May, 1932	91.3	93.5	68.8	37.5	39.4	46.9	64.8	64.1	64.4	85.3	88.2	84.8
May, 1933	81.0	79.8	58.7	30.6	30.2	35.1	56.7	55.7	55.7	75.7	76.1	73.2
May, 1934	96.4	95.0	69.9	37.1	36.6	42.0	56.8	55.7	55.7	86.7	87.2	83.8
May, 1935	93.0	91.6	67.4	43.0	42.4	48.8	51.9	50.8	50.8	79.5	79.7	76.5
May, 1936	100.4	102.5	75.4	50.1	51.5	59.1	53.3	52.3	52.3	91.2	88.3	84.9
May, 1937	115.3	117.7	86.6	57.1	58.6	67.4	54.5	53.7	53.7	99.4	96.5	92.8
1936 (1)												
January	39.0	38.3	68.3	43.2	42.6	51.4	50.4	49.3	53.0	53.4	53.3	79.6
February	38.3	39.1	69.9	40.4	41.5	47.7	49.0	50.8	53.0	60.8	59.1	79.8
March	52.9	52.0	74.2	36.6	36.2	44.1	52.7	52.4	54.0	65.1	65.5	81.8
April	76.4	78.0	75.0	36.9	37.8	46.7	51.7	52.4	51.9	80.4	83.2	90.5
May	100.4	102.5	75.4	50.1	51.5	59.1	53.3	52.3	52.3	91.2	88.3	84.9
June	91.7	90.1	75.7	34.9	34.5	48.5	52.4	53.1	52.6	93.1	93.6	90.9
July	83.2	81.7	74.3	34.1	33.6	51.7	55.8	54.6	53.0	88.8	88.7	88.7
August	82.5	81.0	78.6	31.9	31.5	41.5	57.3	56.4	53.2	87.1	82.5	89.6
September	89.3	91.1	76.0	63.3	64.9	47.4	55.3	56.1	53.4	85.5	88.4	91.1
October	94.6	89.4	77.8	69.8	66.3	50.3	54.6	52.9	52.9	100.7	92.2	87.8
November	79.2	80.9	80.9	60.9	62.6	44.4	52.9	54.3	56.6	90.5	93.7	92.7
December	86.4	84.8	75.7	77.8	76.8	48.6	59.9	58.8	57.6	183.0	184.1	99.5
1937 (2)												
January	44.2	45.1	82.1	46.2	47.4	57.1	52.9	51.9	55.8	61.7	59.9	89.4
February	42.1	44.8	80.0	47.1	50.4	57.9	50.7	55.1	57.3	62.8	66.9	90.3
March	61.2	60.1	85.9	46.7	46.1	56.2	57.1	56.0	57.8	79.6	80.4	96.9
April	92.9	91.2	87.7	50.9	50.3	62.1	56.4	57.0	56.5	80.1	79.9	89.8
May	115.3	117.7	86.6	57.1	58.6	67.4	54.5	53.7	53.7	99.4	96.5	92.8

(1) Final figures for 1936.
(2) Subject to final revision.

Year-to-year Comparison of Sales for Corresponding Months

	April, 1937		May, 1937	
	+ or - p.c. Compared With		+ or - p.c. Compared With	
	April, 1930	April, 1936	May, 1930	May, 1936
General Index	- 26.5	+ 8.5	- 23.3	+ 8.4
Boots and Shoes	- 34.3	- 0.4	- 18.8	+ 0.6
Candy	- 63.3	- 43.1	- 40.9	+ 6.1
Men's Clothing	- 44.7	+ 1.1	- 33.7	+ 4.5
Women's Clothing	- 43.4	- 2.3	- 39.5	+ 4.4
Departmental	- 27.0	+ 6.9	- 23.3	+ 7.6
Drugs	- 23.2	+ 5.0	- 24.5	+ 3.8
Dyers and Cleaners ..	- 29.4	- 13.7	- 20.4	+ 3.2
Furniture	- 14.9	+ 14.5	- 19.3	+ 18.0
Groceries and Meats .	- 20.2	+ 14.5	- 20.8	+ 9.6
Hardware	- 9.4	+ 21.6	- 7.3	+ 14.8
Music and Radio	- 35.8	+ 37.9	- 30.6	+ 14.0
Restaurants	- 42.3	+ 9.1	- 47.7	+ 2.3
Variety	- 13.7	- 0.4	- 5.8	+ 9.0

COMPARISON OF DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

(April, 1937, compared with April, 1936)

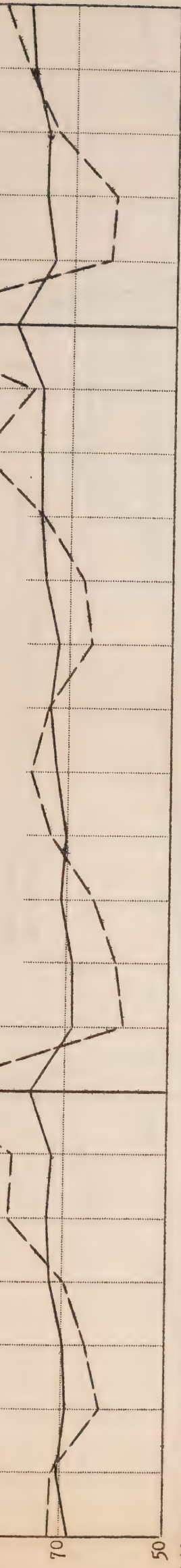
Department	April, 1936 \$	April, 1937 \$	% Change, 1937/1936
TOTAL SALES, ALL DEPARTMENTS	17,543,231	18,245,523	+ 8.0
1. Women's dresses, coats and suits	2,040,664	2,179,917	+ 6.8
2. Girls' and infants' wear	567,823	575,271	+ 1.3
3. Hosiery and gloves	823,776	817,471	- 0.8
4. Lingerie and corsets	691,267	737,824	+ 6.7
5. Millinery	417,800	422,077	+ 4.5
6. Women's and children's apparel--Total (1-5)	4,541,330	4,709,560	+ 3.7
7. Men's and boys' clothing and furnishings ...	1,945,141	1,985,972	+ 2.1
8. Drugs and toilet articles and preparations .	489,103	518,344	+ 6.0
9. Piece goods	1,195,467	1,342,355	+ 12.3
10. Small wares	565,154	584,171	+ 3.4
11. Food and kindred products	1,754,505	1,812,843	+ 3.3
12. Furniture	825,948	1,048,633	+ 27.0
13. Home furnishings	1,213,058	1,468,447	+ 21.1
14. Household appliances and electrical supplies	377,606	492,837	+ 30.5
15. Hardware and kitchen utensils	748,582	840,188	+ 12.2
16. Radios, musical instruments and supplies ...	208,929	227,167	+ 8.7
17. Shoes and other footwear	1,486,607	1,531,244	+ 3.0
18. Stationery, books and magazines	197,657	212,676	+ 7.6
19. All other departments, total	1,994,144	2,171,096	+ 8.9

COMPARISON OF DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS
(May, 1937, Compared with May, 1936)

Department		May, 1936	May, 1937	% Change, 1937/1936
		\$	\$	
TOTAL SALES, ALL DEPARTMENTS		17,952,792	19,182,741	+ 6.9
1.	Women's dresses, coats and suits	1,916,862	1,904,899	- 0.6
2.	Girls' and infants' wear	493,507	529,067	+ 7.2
3.	Hosiery and gloves	776,760	817,033	+ 5.2
4.	Lingerie and corsets	826,051	825,151	- 0.1
5.	Millinery	326,633	320,880	- 1.8
6.	Women's and children's apparel - Total (1 - 5)	4,339,813	4,397,030	+ 1.3
7.	Men's and boys' clothing and furnishings	1,892,972	1,964,065	+ 3.8
8.	Drugs and toilet articles and preparations	475,758	492,982	+ 3.6
9.	Piece goods	1,297,780	1,315,734	+ 1.4
10.	Small wares	517,940	537,404	+ 3.8
11.	Food and kindred products	1,690,154	1,794,716	+ 6.2
12.	Furniture	960,748	1,163,643	+ 21.1
13.	Home furnishings	1,486,905	1,729,100	+ 16.3
14.	Household appliances and electrical supplies	435,601	567,803	+ 30.3
15.	Hardware and kitchen utensils	879,854	942,935	+ 7.2
16.	Radios, musical instruments and supplies	197,670	229,649	+ 16.2
17.	Shoes and other footwear	1,561,724	1,575,363	+ 0.9
18.	Stationery, books and magazines ..	167,857	208,064	+ 24.0
19.	All other departments	2,048,016	2,264,253	+ 10.6

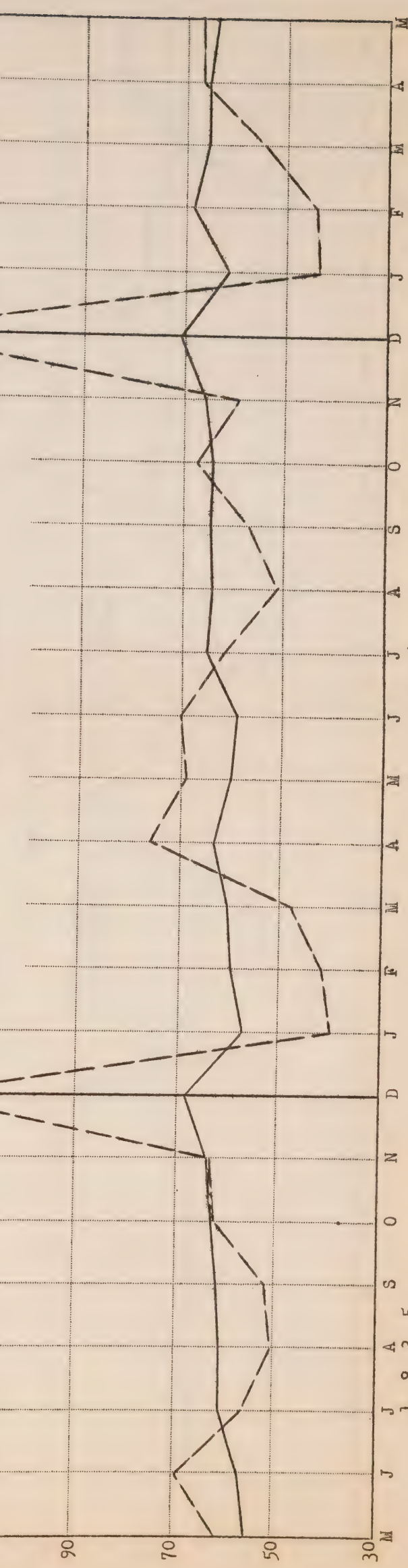
GENERAL INDEX

Unadjusted
adjusted for Seasonal Variations

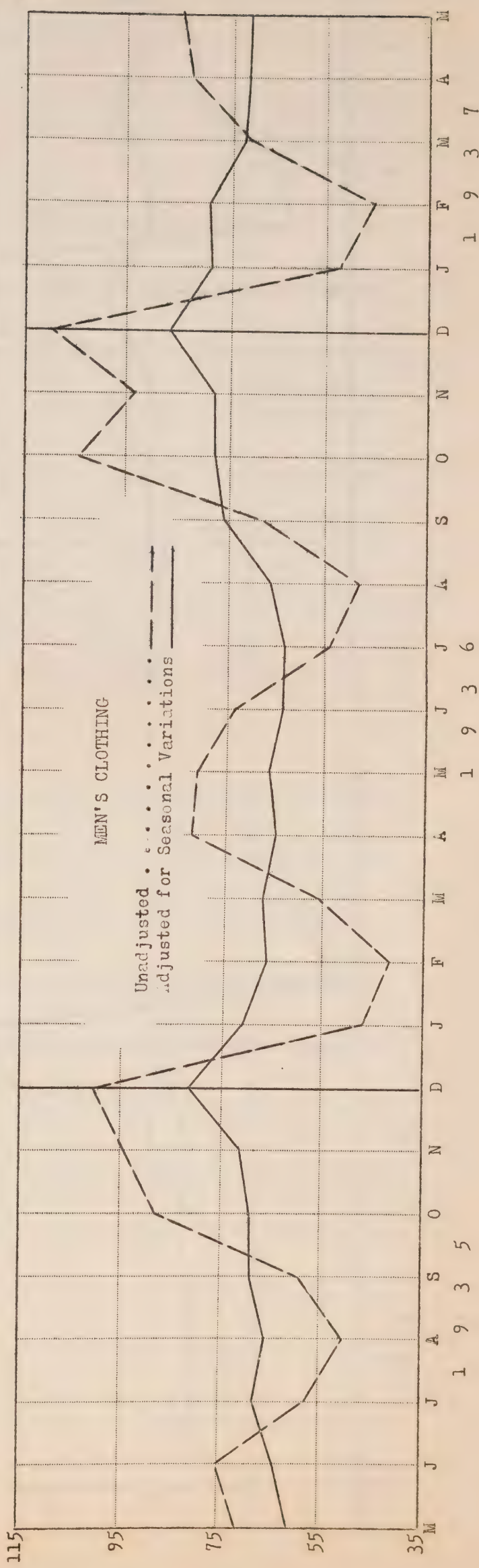
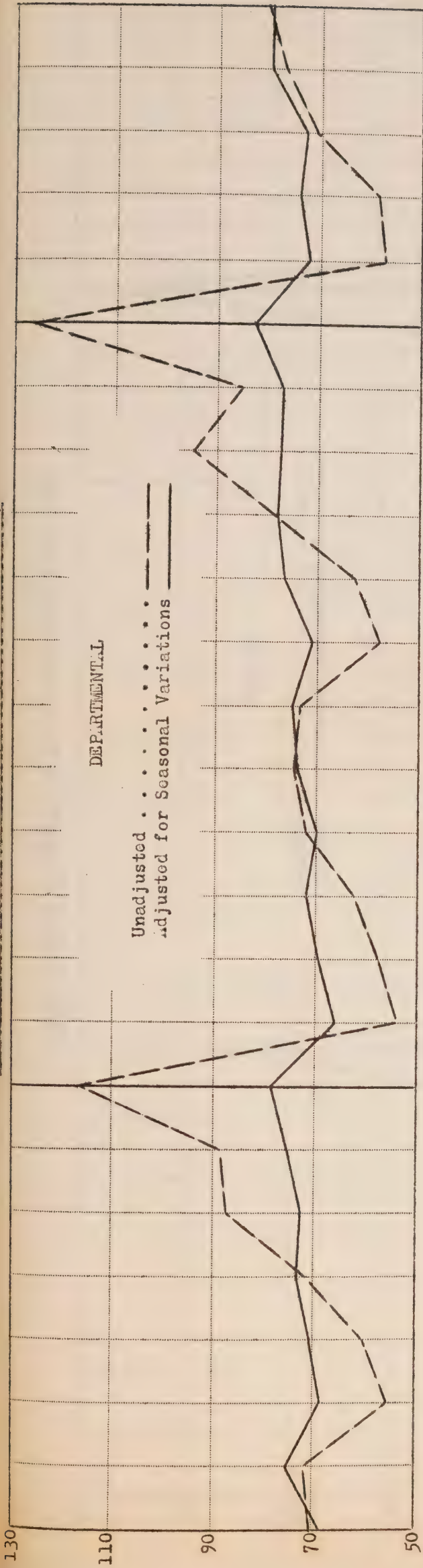


WOMEN'S CLOTHING

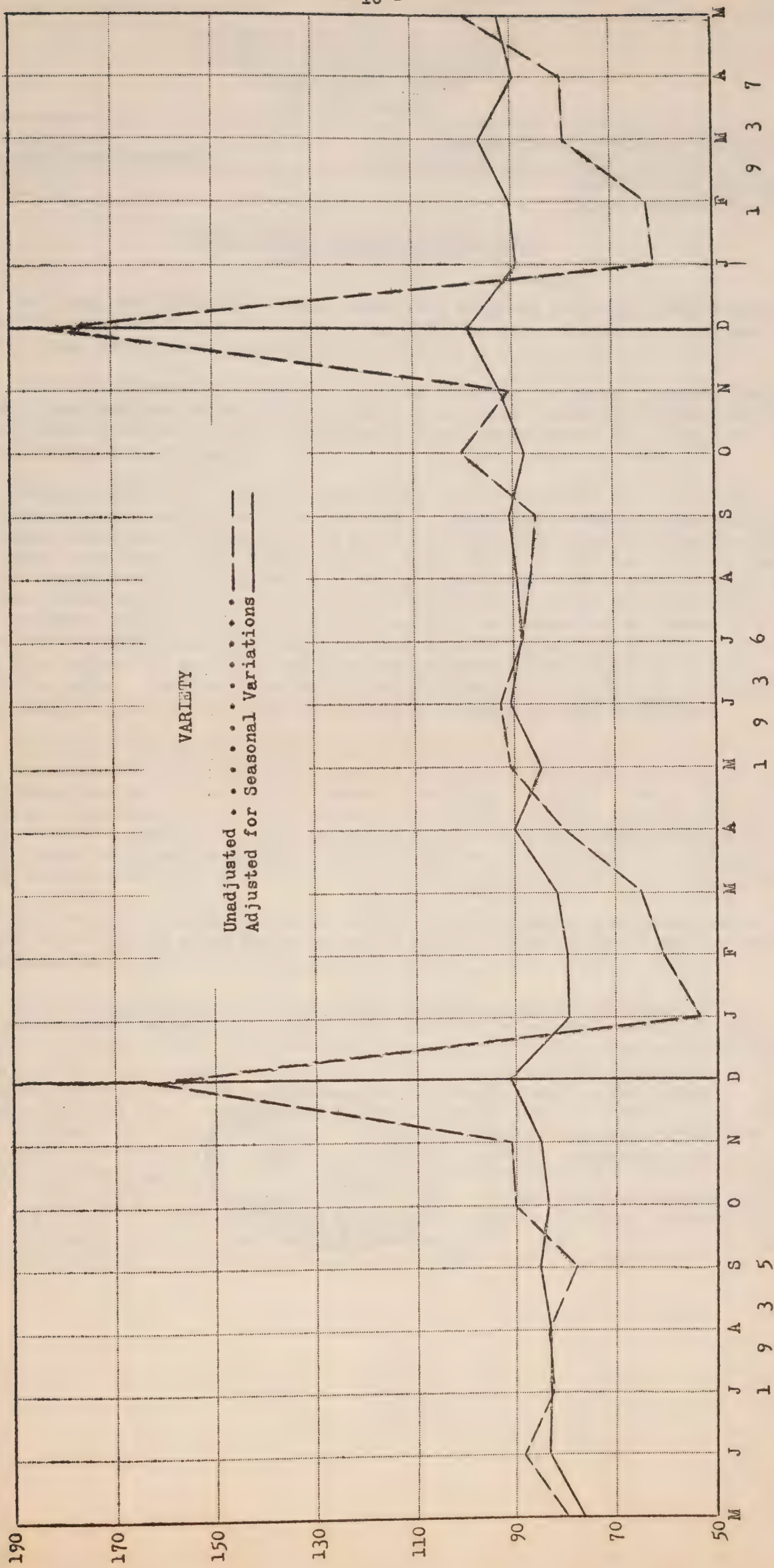
Unadjusted
adjusted for Seasonal Variations

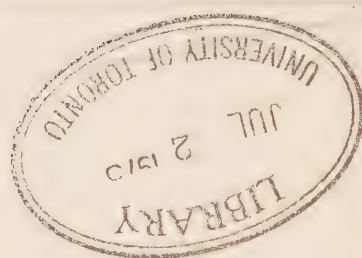


INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)





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INTERNAL TRADE BRANCH
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Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)
Chief, Internal Trade Branch: Herbert Marshall, B.A., F.S.S.

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RETAIL SALES IN CANADA, JUNE, 1937
(Indexes of Value)

The unadjusted index of retail sales fell slightly from this year's high of 83.5 recorded for May and held at 81.4 for June, 1937. A gain of 10.1 per cent was shown compared with June, 1936, when the index stood at 73.9.

After adjustments for number of working days and for normal seasonal variations, retail trade was better during June than for any other month of the year and was only slightly below December, 1936. The adjusted index numbers were 80.5 for June, 78.7 for May and 80.9 for last December.

Compared with June, 1936, advances were shown for twelve out of thirteen sub-indexes according to the unadjusted index numbers. Dyeing and cleaning establishments, music and radio stores and furniture stores reported very large advances in sales, the percentage gains over June, 1936, being 26.7 per cent, 26.6 per cent and 26.5 per cent respectively. Chain stores selling men's clothing experienced a 15.8 per cent gain in value of sales, while sales of women's clothing chains were 10.0 per cent greater than for last June. Hardware store sales advanced 14.9 per cent and groceries and meats 11.6 per cent. Sales of the thirty-six departmental stores covered gained 7.8 per cent, variety store sales also gained 7.8 per cent and drug chains reported an advance of 7.4 per cent in value of June sales. Smaller gains were shown for the boot and shoe and restaurant groups while candy stores reported the only decline as compared with last June.

Unadjusted indexes for June reveal declines for eight groups and gains for five groups compared with May figures. There was a 14.0 per cent gain over May in sales of boots and shoes and an 8.3 per cent advance for women's clothing. Dyeing and cleaning establishments, drug stores and variety stores also reported increased volume of sales during June. Sales of candy, furniture and music and radios showed largest recessions from the high level attained during May. Hardware stores, grocery and meat stores, restaurants, departmental stores and men's clothing stores all reported smaller declines.

This report is based upon sales of 314 firms including a representative number of department stores, chain store companies and a number of independent firms in those lines of business where chains are of minor importance.

Analysis of Departmental Store Sales for June, 1937.--June sales of those departmental stores which contribute a monthly breakdown by departments advanced 10.4 per cent compared with June, 1936. With the single exception of radios, musical instruments and supplies, sales of which declined 10.5 per cent after very heavy buying during the last two months, every department showed an increase for the month under review. The household appliance and electrical supplies group led again with an advance of 33.0 per cent over last June. The home furnishings, with a gain of 17.1 per cent, showed the next largest increase. There was a percentage gain of 11.8 shown for stationery, book and magazine sales. The hardware, shoe and furniture departments recorded advances of 10.7 per cent, 10.6 per cent and 10.2 per cent respectively. An appreciable increase in sales of clothing was noted, the men's and boys' departments advancing 9.5 per cent and the women's and children's, 8.0 per cent. Other increases noted were: drugs, 7.2 per cent; miscellaneous goods, 7.1 per cent; food, 6.4 per cent, and small wares, 5.0 per cent.

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INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (314 Firms)			Boots and Shoes (17 Chains)			Candy (7 Chains)			Men's Clothing (18 Chains)			Women's Clothing (13 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
June, 1929	111.1	110.3	109.2	155.2	150.6	113.2	101.3	101.1	131.3	143.8	140.6	121.2	141.4	138.1	115.1
June, 1930	97.4	100.6	99.6	118.6	121.9	91.7	76.3	80.5	104.5	109.0	113.1	97.5	115.7	119.9	99.9
June, 1931	88.9	89.2	88.3	109.5	109.9	82.6	63.1	64.7	84.1	85.0	85.7	73.9	98.3	99.0	82.5
June, 1932	73.6	73.3	72.6	104.0	104.0	78.2	53.0	53.9	70.0	72.6	72.4	62.4	79.5	79.1	65.9
June, 1933	69.1	69.3	68.6	95.4	95.0	71.4	44.1	44.6	58.0	72.2	71.4	61.5	72.8	71.9	59.9
June, 1934	72.6	69.4	68.7	109.3	102.8	77.3	48.4	46.7	60.6	73.9	69.6	60.0	74.7	70.2	58.5
June, 1935	72.0	71.5	70.8	109.8	106.5	80.1	47.1	46.9	61.0	75.3	73.6	63.5	69.5	67.8	56.5
June, 1936	73.9	74.1	73.4	107.0	107.5	80.8	45.8	47.0	61.0	72.8	73.4	63.2	70.2	70.7	58.9
June, 1937	81.4	81.3	80.5	111.9	112.8	84.8	45.0	45.9	59.6	84.3	84.3	72.7	77.2	77.0	64.2
1936															
June	73.9	74.1	73.4	107.0	107.5	80.8	45.8	47.0	61.0	72.8	73.4	63.2	70.2	70.7	58.9
July	65.6	64.7	71.9	69.5	69.3	67.9	49.9	49.1	57.7	54.0	53.4	62.8	61.5	60.7	65.3
August	67.1	64.9	74.6	60.7	57.1	68.8	58.3	56.6	57.8	48.2	46.1	65.8	51.2	48.8	64.2
September	75.2	77.1	75.6	73.5	76.6	78.9	55.1	56.2	60.4	67.5	69.1	75.2	56.9	58.2	64.6
October	87.5	81.1	75.8	83.0	75.9	78.2	60.6	56.8	59.8	104.6	95.6	77.1	67.5	61.6	64.2
November	77.6	80.2	75.6	83.9	86.3	79.9	46.9	49.5	57.5	93.1	96.5	77.2	59.1	61.2	65.8
December	107.8	107.6	80.9	110.6	111.5	79.1	114.7	113.5	61.0	109.9	110.7	86.5	130.4	131.2	70.9
1937(a)															
January	62.8	62.0	73.8	44.0	42.7	64.7	43.2	41.7	55.6	52.7	51.5	78.0	43.3	42.2	61.2
February	61.6	65.7	75.5	43.4	46.2	72.1	55.3	60.0	65.2	45.9	48.8	78.6	44.1	46.8	68.8
March	73.4	73.8	75.3	62.8	63.3	71.9	85.3	84.7	65.2	70.0	71.2	71.2	59.5	60.4	65.7
April	79.5	78.6	78.6	81.2	80.9	77.8	47.7	48.4	56.9	82.9	81.9	71.3	71.8	70.9	65.6
May	83.5	82.6	78.7	98.2	95.3	81.4	62.0	60.3	61.5	85.0	83.1	71.0	71.3	69.6	63.3
June	81.4	81.3	80.5	111.9	112.8	84.8	45.0	45.9	59.6	84.3	84.3	72.7	77.2	77.0	64.2

(a) Subject to final revision.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Chains)			Dyers and Cleaners (8 Chains)			Furniture (26 Firms)			Groceries and Meats (34 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
June, 1929	103.1	104.2	107.4	107.6	108.7	107.7	113.9	116.7	105.2	120.9	121.3	129.0	105.7	102.1	102.1
June, 1930	95.3	97.9	101.0	97.9	102.0	100.9	104.4	106.8	96.2	95.9	98.4	104.7	94.3	98.2	98.2
June, 1931	87.6	86.8	89.5	87.8	89.6	88.7	101.5	99.9	90.0	80.2	79.5	84.5	91.9	92.4	93.4
June, 1932	70.5	69.7	71.8	80.1	81.2	80.4	76.9	75.6	68.1	55.0	54.4	57.3	77.9	77.9	77.9
June, 1933	68.3	67.6	69.7	70.3	71.0	70.3	74.3	73.1	65.8	54.7	54.1	55.8	73.3	72.4	72.4
June, 1934	69.9	68.0	73.1	72.7	72.7	71.0	63.4	62.0	55.9	66.9	64.7	66.0	74.7	69.5	69.5
June, 1935	72.1	72.8	75.1	70.4	71.3	70.6	90.0	92.0	82.9	69.1	69.2	69.9	71.4	68.9	68.9
June, 1936	73.4	72.7	75.0	72.5	73.8	73.1	90.9	89.3	80.5	76.3	75.5	76.2	74.1	75.2	75.2
June, 1937	79.2	70.4	80.0	77.9	73.8	73.0	225.2	113.2	199.0	93.7	92.3	95.2	92.7	91.2	93.2
1936															
June	73.4	72.7	75.0	72.5	73.8	73.1	90.9	89.3	80.5	76.3	75.5	76.2	74.1	75.2	75.2
July	57.7	56.8	71.0	75.1	73.3	75.6	82.7	81.3	82.9	62.5	61.8	79.3	74.2	73.3	74.7
August	62.8	61.3	76.6	73.3	72.0	73.5	76.6	75.2	78.3	79.8	79.9	79.9	74.8	70.9	77.0
September	78.8	80.9	77.8	73.4	74.2	75.8	87.0	88.9	73.4	91.6	93.9	78.3	74.9	77.0	77.0
October	94.7	88.7	77.2	80.7	77.0	77.8	94.4	79.9	72.0	104.2	97.4	87.0	83.4	75.4	75.4
November	85.0	87.3	76.6	73.5	76.5	76.5	56.9	58.2	64.6	84.6	86.8	85.9	73.4	76.3	77.1
December	126.8	125.7	82.7	93.6	91.6	80.4	69.7	68.5	88.9	100.4	99.4	89.5	88.4	89.7	83.9
1937(a)															
January	57.2	57.8	72.3	78.3	76.2	79.4	48.5	49.6	69.8	58.5	58.6	88.8	79.8	77.0	79.4
February	58.6	62.4	74.3	75.6	82.0	81.1	49.4	52.6	75.1	68.2	72.5	87.4	74.4	79.0	80.6
March	70.8	70.5	72.7	81.1	80.0	79.2	70.5	69.2	69.2	79.3	78.4	90.2	82.5	84.7	84.7
April	77.6	76.3	80.3	78.0	78.7	79.5	96.7	95.0	73.1	98.6	97.6	83.4	84.5	83.4	81.0
May	79.9	80.8	79.2	76.9	75.6	78.7	109.0	111.3	89.1	111.0	111.2	88.3	86.9	83.8	79.1
June	79.1	78.4	80.8	77.9	78.8	78.0	115.2	113.2	102.0	93.2	92.3	93.2	82.7	83.2	83.2

(a) Subject to final revision.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (96 Firms)			Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
June, 1929	118.5	121.5	102.1	82.9	85.0	137.1	110.1	112.0	110.9	124.9	121.2	117.7
June, 1930	105.8	108.4	91.1	62.6	64.2	103.5	101.4	104.2	103.1	94.8	98.0	95.2
June, 1931	92.1	92.8	76.3	47.6	47.1	76.0	83.3	84.4	83.6	94.3	94.8	92.0
June, 1932	77.8	76.7	64.4	31.6	31.1	47.2	61.5	62.4	61.8	87.1	87.2	84.7
June, 1933	71.3	70.2	59.0	23.7	23.4	33.4	55.7	56.3	55.7	82.3	82.1	79.7
June, 1934	55.2	84.0	70.6	28.9	26.5	40.2	55.3	55.3	54.8	90.0	84.9	82.4
June, 1935	32.6	84.6	71.1	30.1	30.9	43.5	49.8	50.7	50.2	88.6	86.1	83.6
June, 1936	91.7	90.1	75.7	3.9	34.5	43.5	52.4	53.1	52.6	93.1	93.6	90.9
June, 1937	105.4	103.5	87.0	44.2	43.7	61.5	53.5	54.2	53.7	100.4	101.0	98.0
1936												
June	91.7	90.1	75.7	34.9	34.5	43.5	52.4	53.1	52.6	93.1	93.6	90.9
July	83.2	81.7	74.3	54.1	33.6	51.7	55.8	54.6	53.0	88.8	88.7	88.7
August	82.5	81.0	73.6	31.9	31.5	41.5	57.3	56.4	53.2	87.1	82.5	89.6
September	89.3	91.1	76.0	63.3	64.9	47.4	55.3	56.1	53.4	85.5	88.4	91.1
October	94.6	89.4	77.8	69.8	66.3	50.3	54.6	52.9	52.9	100.7	92.2	87.8
November	79.2	80.9	80.9	60.9	62.6	44.4	52.9	54.3	56.6	90.5	93.7	92.7
December	86.4	84.8	75.7	77.8	76.8	48.6	59.9	58.8	57.6	183.0	184.1	99.5
1937(a)												
January	44.2	45.1	82.1	46.2	47.4	57.1	52.9	51.9	55.8	61.7	59.9	89.4
February	42.1	44.8	80.0	47.1	50.4	57.9	50.7	55.1	57.3	62.8	66.9	90.3
March	61.2	60.1	85.9	46.7	46.1	56.2	57.1	56.0	57.8	79.6	80.4	96.9
April	92.9	91.2	87.7	50.9	50.3	62.1	56.4	57.0	56.5	80.1	79.9	89.8
May	115.3	117.7	86.6	54.0	55.5	63.8	54.5	53.7	53.7	98.6	95.8	92.1
June	105.4	103.5	87.0	44.2	43.7	61.5	53.5	54.2	53.7	100.4	101.0	98.0

(a) Subject to final revision.

Comparison of Sales for Stated Months

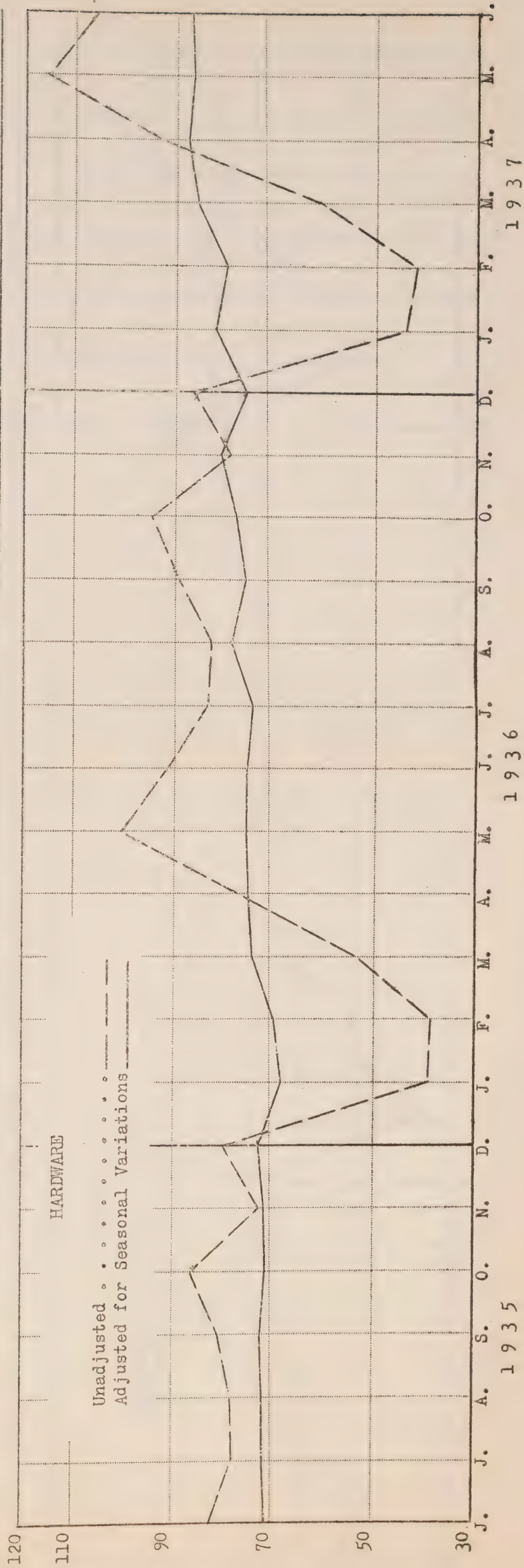
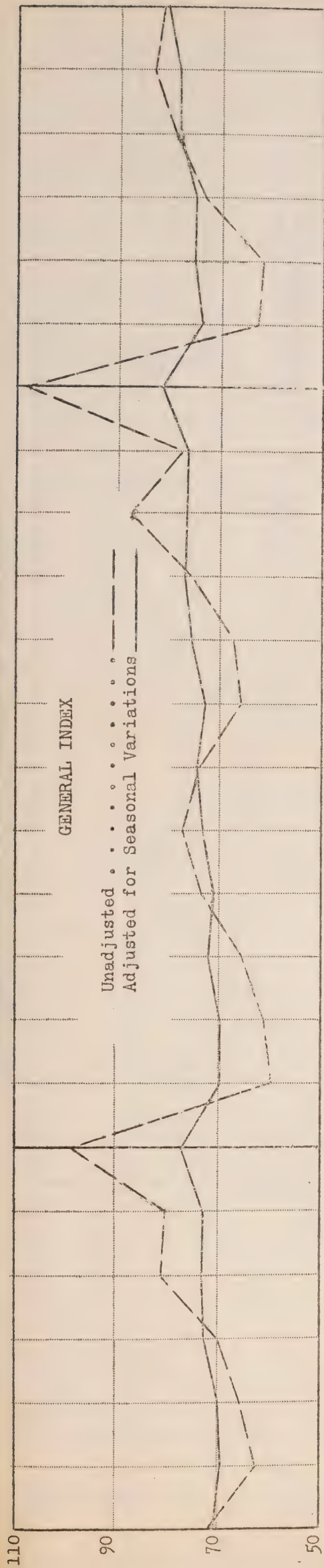
	May, 1937			June, 1937		
	+ or - p.c.			+ or - p.c.		
	compared with			compared with		
	May, 1930	May, 1936	April, 1937	June, 1930	June, 1936	May, 1937
General Index	- 23.5	+ 8.2	+ 5.0	- 16.4	+ 10.1	- 2.5
Boots and Shoes	- 18.8	+ 0.6	+ 20.9	- 5.6	+ 4.6	+ 14.0
Candy	- 41.6	+ 4.9	+ 30.0	- 41.0	- 1.7	- 27.4
Men's Clothing	- 32.8	+ 5.9	+ 2.5	- 22.7	+ 15.8	- 0.8
Women's Clothing	- 39.9	+ 3.6	- 0.7	- 33.3	+ 10.0	+ 8.3
Departmental	- 23.8	+ 7.0	+ 3.0	- 17.0	+ 7.8	- 1.0
Drugs.....	- 24.5	+ 3.8	- 1.4	- 20.4	+ 7.4	+ 1.3
Dyers and Cleaners ..	- 20.4	+ 3.2	+ 12.7	+ 10.3	+ 26.7	+ 5.7
Furniture	- 10.0	+ 31.6	+ 25.6	+ 0.6	+ 26.5	- 22.1
Groceries and Meats .	- 20.8	+ 9.6	+ 2.8	- 12.3	+ 11.6	- 4.8
Hardware	- 7.3	+ 14.8	+ 24.1	- 0.4	+ 14.9	- 8.6
Music and Radio	- 34.4	+ 7.8	+ 6.1	- 29.4	+ 26.6	- 18.1
Restaurants	- 47.7	+ 2.3	- 3.4	- 47.2	+ 2.1	- 1.8
Variety	- 6.5	+ 8.1	+ 23.1	+ 5.9	+ 7.8	+ 1.8

COMPARISON OF DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

(June, 1937, compared with June, 1936)

Department	June, 1936	June, 1937	% Change, 1937/1936
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	17,744,680	19,585,024	+ 10.4
1. Women's dresses, coats and suits	1,898,425	2,040,066	+ 7.5
2. Girls' and infants' wear	472,594	533,189	+ 12.8
3. Hosiery and gloves	731,006	813,860	+ 11.3
4. Lingerie and corsets	936,768	991,050	+ 5.8
5. Millinery	333,407	344,652	+ 3.4
6. Women's and children's apparel - (Total 1 - 5)	4,372,200	4,722,817	+ 8.0
7. Men's and boys' clothing and furnishings	2,021,744	2,214,354	+ 9.5
8. Drugs and toilet articles and preparations ...	520,099	557,543	+ 7.2
9. Piece goods	1,344,428	1,439,691	+ 7.1
10. Small wares	546,347	573,803	+ 5.0
11. Food and kindred products	1,605,305	1,707,568	+ 6.4
12. Furniture	891,175	982,305	+ 10.2
13. Home furnishings	1,168,880	1,369,285	+ 17.1
14. Household appliances and electrical supplies .	389,720	518,359	+ 33.0
15. Hardware and kitchen utensils	751,667	831,859	+ 10.7
16. Radios, musical instruments and supplies	174,788	156,383	- 10.5
17. Shoes and other footwear	1,637,901	1,811,539	+ 10.6
18. Stationery, books and magazines	183,745	205,446	+ 11.8
19. All other departments, total	2,136,681	2,494,072	+ 16.7

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)

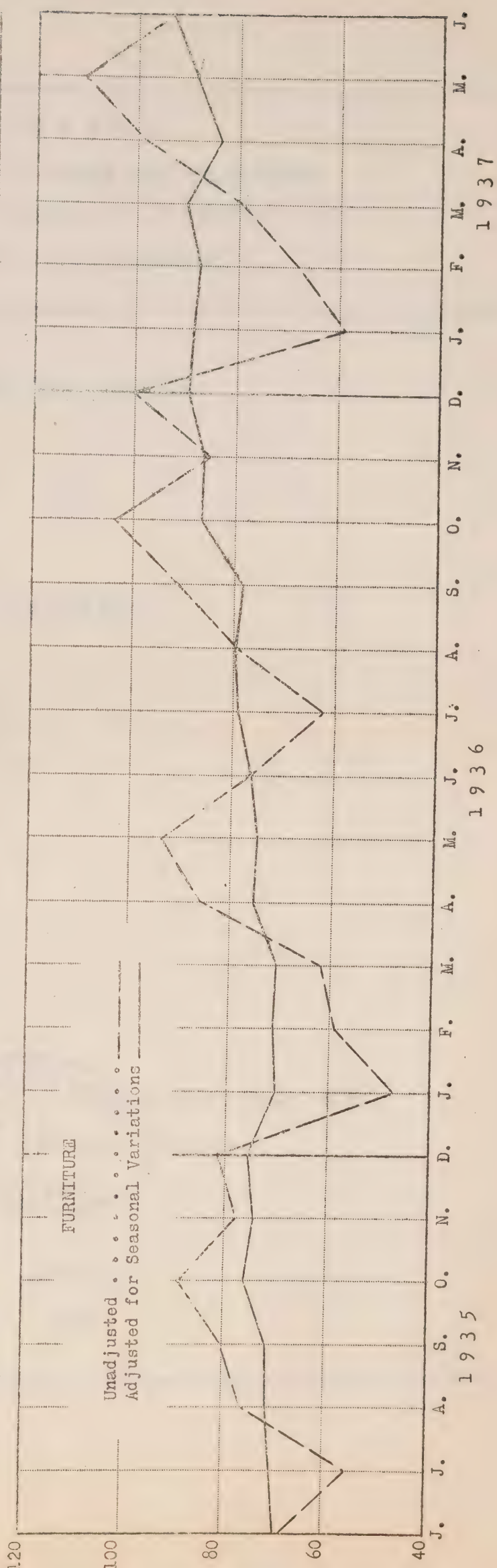
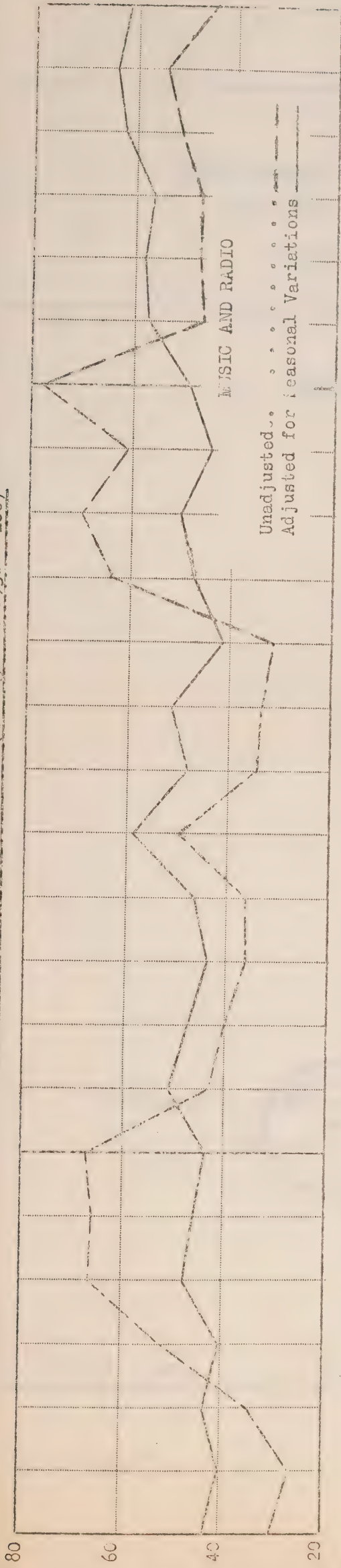


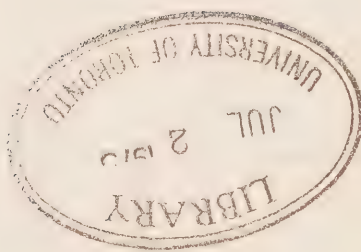
1937

1936

1935

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)





CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 7

No. 7

RETAIL SALES

IN

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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RETAIL SALES IN CANADA, JULY, 1937
(Indexes of Value)

A 12 per cent advance in the value of retail sales in Canada was shown in July as compared with the same month a year ago according to the unadjusted index numbers compiled by the Dominion Bureau of Statistics. The general index was 73.5 for July, 1937, and 65.6 for July, 1936. There was a decline of 10 per cent from June when the index stood at 81.7.

When adjustments were made for differences in number of working days and for normal seasonal variations, it was found that retail trade in July fell very slightly below that for June, the peak month for the year to date. The adjusted index numbers were 77.8 for July, 80.8 for June, 78.6 for May and 78.5 for April.

Advances over July, 1936, were shown for twelve out of the thirteen types of retail outlets covered by this report. The largest percentage gain, 18.5 per cent, was shown for sales of grocery and meat stores, while men's clothing sales were up 18.0 per cent. Very substantial increases were also shown by the following groups: Boots and shoes, 17.3 per cent; furniture, 15.5 per cent; hardware, 14.4 per cent; women's clothing, 14.3 per cent; variety, 14.2 per cent, and music and radio, 12.9 per cent. The following groups showed somewhat smaller advances as compared with last July: Drugs, 7.5 per cent; departmental, 6.6 per cent; candy, 3.4 per cent, and restaurants, 2.5 per cent. Dyeing and cleaning establishments reported a decline of 1.5 per cent in trade as compared with last year.

This report is based upon sales of 314 firms including a representative number of department stores, chain store companies and a number of independent firms in those lines of business where chains are of minor importance.

Departmental Store Sales in Canada by Selected Departments, July, 1937

Out of the 36 department store companies which report total sales figures, 25 also report their sales each month by departments. Aggregate sales for these 25 firms were 8.6 per cent higher in July, 1937, than in the corresponding month last year. For the second month in succession, radios, musical instruments and supplies was the only department to show a decline from last year. The most outstanding gains over last July were made by the following departments: Home furnishings, 15.9 per cent; hardware and kitchen utensils, 14.9 per cent; stationery, books and magazines, 14.6 per cent, and girls' and infants' wear, 14.4 per cent. Sales of household appliances and electrical supplies were up 11.8 per cent; furniture sales increased 10.0 per cent; the value of piece goods sold rose 9.9 per cent; a gain of 9.1 per cent was shown for shoes and other footwear, while hosiery and gloves advanced 8.7 per cent. Other departments showed smaller gains in value of sales compared with last July.

Index Numbers of Hardware Store Sales by Economic Divisions (Unadjusted)

This report presents, on page 7, a new series of index numbers of hardware store sales for each economic division by months from January, 1935, to July, 1937. It is shown that the value of hardware store sales in Quebec advanced 37.7 per cent during July compared with July, 1936. Sales in the Maritime Provinces were 34.6 per cent greater than last year and the value of sales in British Columbia increased by 32.3 per cent. Ontario hardware stores reported improvement of 12.0 per cent and a 3.6 per cent gain was recorded for the Prairie Provinces. The percentage change in hardware store sales for Canada as a whole was 14.4 per cent. When sales for the seven-month period January to July of this year are compared with those for the corresponding period a year ago, it is interesting to note that British Columbia sales advanced 29.9 per cent; Quebec, 24.3 per cent; the Maritime Provinces, 20.1 per cent; Ontario, 12.3 per cent; the Prairie Provinces, 11.1 per cent, while sales for Canada as a whole were up 14.8 per cent.

Index Numbers of Variety Store Sales by Economic Divisions (Unadjusted)

A new series of index numbers of variety store sales for each economic division by months from January, 1935, to July, 1937, is shown on page 8 of this report. It is pointed out that separate indexes for each of the three Prairie Provinces have been compiled. For Canada as a whole, variety store sales increased 14.2 per cent over last July. The best increases were evident in the Maritime Provinces, Quebec and Ontario, where there were percentage gains recorded of 20.6, 17.8 and 15.7 respectively, while Manitoba and British Columbia sales in this group both increased 12.0 per cent. Alberta variety store sales improved 7.9 per cent while Saskatchewan figures declined 0.7 per cent. Sales for the seven-month period January to July were 9.7 per cent greater than the same period last year for the Dominion as a whole. Every province reported increased sales volume, the gains ranging from 7.3 per cent for Alberta to 14.4 per cent for the Maritime Provinces.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (314 Firms)			Boots and Shoes (17 Chains)			Candy (7 Chains)			Men's Clothing (18 Chains)			Women's Clothing (13 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
July, 1929	103.2	102.9	114.3	117.2	118.2	115.9	104.9	104.3	122.7	104.2	104.3	122.7	115.7	115.6	124.3
July, 1930	90.3	89.6	99.6	96.9	96.9	95.0	86.7	85.9	101.1	86.4	86.1	101.3	96.9	96.4	103.7
July, 1931	79.9	78.8	87.5	93.0	92.7	90.8	70.4	69.2	81.4	65.4	64.7	76.1	71.2	70.3	75.6
July, 1932	63.6	62.7	69.7	82.6	80.1	78.5	63.2	61.0	71.7	52.7	51.5	60.6	58.5	57.1	61.4
July, 1933	59.1	60.7	67.4	69.7	71.6	70.2	50.0	48.5	57.1	47.8	49.5	58.3	53.1	55.0	59.2
July, 1934	60.6	62.2	69.1	68.6	71.1	69.7	46.8	47.9	56.4	52.1	53.8	63.3	55.5	57.2	61.5
July, 1935	62.5	62.3	69.3	70.0	70.6	69.2	44.0	43.8	51.5	57.7	57.7	67.9	56.3	56.3	60.5
July, 1936	65.6	64.7	71.9	69.5	69.3	67.9	49.9	49.1	57.7	54.0	53.4	62.8	61.5	60.7	65.3
July, 1937	73.5	70.0	77.8	81.5	76.7	75.2	51.6	48.3	56.9	63.7	60.0	70.6	70.3	66.0	71.0
1936															
July	65.6	64.7	71.9	69.5	69.3	67.9	49.9	49.1	57.7	54.0	53.4	62.8	61.5	60.7	65.3
August	67.1	64.9	74.6	60.7	57.1	68.8	58.3	56.6	57.8	48.2	46.1	65.3	51.2	48.8	64.2
September	75.2	77.1	75.6	73.5	76.6	78.9	55.1	56.2	60.4	67.5	69.1	75.2	56.9	58.2	64.6
October	87.5	81.1	75.8	83.0	75.7	78.2	60.6	56.8	57.8	104.6	95.6	77.1	67.5	61.6	64.2
November	77.6	80.2	75.6	83.9	86.3	79.9	46.9	49.5	57.5	93.1	96.5	77.2	59.1	61.2	65.8
December	107.8	107.6	80.9	110.6	111.5	79.1	114.7	113.5	61.0	109.9	110.7	86.5	130.4	131.2	70.9
1937(a)															
January	62.8	61.9	73.7	44.0	42.7	64.7	43.2	41.7	55.6	52.7	51.5	78.0	43.3	42.2	61.2
February	61.6	65.7	75.5	43.4	46.2	72.1	55.3	60.0	65.2	45.9	48.8	78.6	44.1	46.8	68.8
March	73.4	73.8	75.3	62.8	63.3	71.9	85.3	84.7	65.2	70.0	71.2	71.2	59.5	60.4	65.7
April	79.5	78.5	78.5	81.2	80.9	77.8	47.7	48.4	56.9	82.9	81.9	71.3	71.8	70.9	65.6
May	83.4	82.5	78.6	97.7	94.8	81.0	62.0	60.3	61.5	85.0	83.1	71.0	71.3	69.6	63.3
June	81.7	81.6	80.8	113.1	114.0	85.7	45.0	45.9	59.6	82.6	82.6	71.2	76.4	76.3	63.6
July	73.5	70.0	77.8	81.5	76.7	75.2	51.6	48.3	56.9	63.7	60.0	70.6	70.3	66.0	71.0

(a) Subject to final revision.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Chains)			Dyers and Cleaners (8 Chains)			Furniture (26 Firms)			Groceries and Meats (34 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
July, 1929	91.9	91.1	113.8	106.8	105.4	108.7	104.4	102.8	104.9	102.6	101.7	145.3	106.2	107.1	109.3
July, 1930	83.1	82.0	102.5	99.0	97.1	100.1	93.6	92.1	94.0	70.3	69.6	99.4	96.6	96.7	98.6
July, 1931	71.7	70.5	88.2	89.9	87.9	90.6	88.5	87.2	88.9	58.7	58.1	83.0	90.4	89.4	91.2
July, 1932	54.5	55.0	68.8	75.6	73.6	75.9	64.0	65.4	66.8	40.0	40.0	55.6	75.9	73.3	74.8
July, 1933	52.8	54.2	67.7	68.0	66.9	68.9	60.9	62.3	63.6	41.5	42.5	56.0	68.9	71.8	73.2
July, 1934	54.2	55.6	69.5	68.9	69.3	71.5	72.4	74.1	75.6	50.0	51.3	65.8	67.9	70.4	71.8
July, 1935	55.4	54.9	68.6	71.4	70.4	72.5	77.6	76.3	77.9	55.5	54.9	70.4	69.9	70.5	71.9
July, 1936	57.7	56.8	71.0	75.1	73.3	75.6	82.7	81.3	82.9	62.5	61.8	79.3	74.2	73.3	74.7
July, 1937	61.5	59.8	74.8	80.7	77.1	79.5	81.5	80.1	81.7	72.2	69.9	89.6	87.9	81.7	83.3
1936															
July	57.7	56.8	71.0	75.1	73.3	75.6	82.7	81.3	82.9	62.5	61.8	79.3	74.2	73.3	74.7
August	62.8	61.3	76.6	73.3	72.0	73.5	76.6	75.2	78.3	79.8	79.9	79.9	74.8	70.9	77.0
September	78.8	80.9	77.8	73.4	74.2	75.8	87.0	88.9	73.4	71.6	93.9	78.3	74.9	77.0	77.0
October	94.7	88.7	77.2	80.7	77.0	77.8	84.4	79.9	72.0	104.2	97.4	87.0	83.4	75.4	75.4
November	85.0	87.3	76.6	73.5	76.5	76.5	56.9	58.2	64.6	84.6	86.8	85.9	73.4	76.3	77.1
December	126.8	125.7	82.7	93.6	91.6	80.4	69.7	68.5	88.9	100.4	99.4	89.5	88.4	89.7	83.9
1937(a)															
January	57.2	57.8	72.3	78.3	76.2	79.4	48.5	49.6	69.8	58.5	58.6	88.8	79.8	77.0	79.4
February	58.6	62.4	74.3	75.6	82.0	81.1	49.4	52.6	75.1	68.2	72.5	87.4	74.4	79.0	80.6
March	70.8	70.5	72.7	81.1	80.0	79.2	70.5	69.2	69.2	78.1	77.3	88.9	82.5	84.7	84.7
April	77.6	76.3	80.3	77.1	77.7	78.5	96.7	95.0	73.1	99.3	98.3	84.0	84.5	83.4	81.0
May	79.9	80.8	79.2	76.5	75.2	78.3	105.6	107.9	86.3	111.2	111.3	88.4	86.9	83.8	79.1
June	80.6	79.9	82.3	77.6	78.5	77.7	109.4	107.5	96.9	93.3	92.3	93.3	82.7	83.2	83.2
July	61.5	59.8	74.8	80.7	77.1	79.5	81.5	80.1	81.7	72.2	69.9	89.6	87.9	81.7	83.3

(a) Subject to final revision.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (96 Firms)			Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
July, 1929	119.4	117.6	121.2	83.3	82.1	136.8	122.1	119.8	116.3	122.1	122.8	122.8
July, 1930	99.5	98.0	101.1	56.8	55.9	93.2	105.4	103.4	100.4	95.9	96.0	96.0
July, 1931	86.2	85.0	86.7	48.5	47.7	78.3	90.3	88.3	85.7	91.9	91.7	91.7
July, 1932	62.8	64.4	65.0	24.1	24.7	39.2	63.2	62.0	60.2	83.5	81.1	81.1
July, 1933	61.3	62.8	61.6	22.5	23.1	35.5	56.4	55.5	53.9	76.1	78.7	78.7
July, 1934	71.8	73.6	70.1	24.7	25.3	38.9	54.1	53.8	52.2	79.2	81.9	81.9
July, 1935	78.1	76.9	71.9	26.6	26.2	40.4	51.2	50.2	48.8	82.8	83.3	83.3
July, 1936	83.2	81.7	74.3	34.1	33.6	51.7	55.8	54.6	53.0	88.8	88.7	88.7
July, 1937	95.2	93.5	85.0	38.5	38.0	58.5	57.2	55.4	53.8	101.4	95.6	95.6
1936												
July	83.2	81.7	74.3	34.1	33.6	51.7	55.8	54.6	53.0	88.8	88.7	88.7
August	82.5	81.0	78.6	31.9	31.5	41.5	57.3	56.4	52.2	84.1	82.5	82.5
September	89.3	91.1	76.0	63.3	64.9	47.4	55.3	56.1	51.4	85.5	88.4	88.4
October	94.6	89.4	77.8	69.8	66.3	50.3	54.6	52.9	52.9	100.7	92.2	87.8
November	79.2	80.9	80.9	60.9	62.6	44.4	52.9	54.3	56.6	90.5	93.7	92.7
December	86.4	84.8	75.7	77.8	76.8	48.6	59.9	58.8	57.6	183.0	184.1	59.5
1937(a)												
January	44.4	45.3	82.4	46.2	47.4	57.1	52.9	51.9	55.8	61.7	59.9	89.4
February	42.2	44.9	80.2	47.1	50.4	57.9	50.7	55.1	57.3	62.8	66.9	90.3
March	61.4	60.3	86.2	46.7	46.1	56.2	57.1	56.1	57.8	79.6	80.4	96.9
April	92.1	90.4	87.0	50.9	50.3	62.1	56.2	56.7	56.2	80.1	79.9	89.8
May	113.9	116.3	85.5	54.0	55.5	63.8	54.5	53.6	53.6	98.6	95.8	92.1
June	104.2	102.3	85.9	44.4	43.8	61.7	53.4	54.2	53.6	100.4	101.0	98.1
July	95.2	93.5	85.0	38.5	38.0	58.5	57.2	55.4	53.8	101.4	95.6	95.6

(a) Subject to final revision.

Corresponding-Month Comparison of Retail Sales in Canada by Kinds of Business

	June, 1937			July, 1937		
	+ or - p.c.			+ or - p.c.		
	compared with			compared with		
	June, 1930	June, 1936	May, 1937	July, 1930	July, 1936	June, 1937
General Index	- 16.1	+ 10.6	- 2.0	- 18.6	+ 12.0	- 10.0
Hats and Shoes	- 4.6	+ 5.7	+ 15.8	- 15.9	+ 17.3	- 27.9
Handy	- 41.0	- 1.7	- 27.4	- 40.5	+ 3.4	+ 14.7
Men's Clothing	- 24.2	+ 13.5	- 2.8	- 26.3	+ 18.0	- 22.9
Women's Clothing	- 34.0	+ 8.8	+ 7.2	- 27.5	+ 14.3	- 8.0
Departmental	- 15.4	+ 9.8	+ 0.9	- 26.0	+ 6.6	- 23.7
Drugs	- 20.7	+ 7.0	+ 1.4	- 18.5	+ 7.5	+ 4.0
Dryers and Cleaners ..	+ 4.8	+ 20.4	+ 3.6	- 12.9	- 1.5	- 25.5
Furniture	- 2.7	+ 22.3	- 16.1	+ 2.7	+ 15.5	- 22.6
Groceries and Meats ..	- 12.3	+ 11.6	- 4.8	- 9.0	+ 18.5	+ 6.3
Hardware	- 1.5	+ 13.6	- 8.5	- 4.3	+ 14.4	- 8.6
Music and Radio	- 29.1	+ 27.2	- 17.8	- 32.2	+ 12.9	- 13.3
Restaurants	- 47.3	+ 1.9	- 2.0	- 45.7	+ 2.5	+ 7.1
Variety	+ 5.9	+ 7.8	+ 1.8	+ 5.7	+ 14.2	+ 1.0

DEPARTMENTAL STORE SALES IN CANADA BY SELECTED DEPARTMENTS^(x)

Department	July, 1936	July, 1937	% Change, 1937/1936
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	13,689,228	14,873,004	+ 8.6
1. Women's dresses, coats and suits	1,090,750	1,137,276	+ 4.3
2. Girls' and infants' wear	308,862	353,271	+ 14.4
3. Hosiery and gloves	514,955	559,875	+ 8.7
4. Lingerie and corsets	711,350	756,838	+ 6.4
5. Millinery	135,353	135,575	+ 0.2
6. Women's and children's apparel - (Total 1 - 5) .	2,761,270	2,942,835	+ 6.6
7. Men's and boys' clothing and furnishings	1,483,634	1,597,563	+ 7.7
8. Drugs and toilet articles and preparations	488,296	524,898	+ 7.5
9. Piece goods	1,115,462	1,225,400	+ 9.9
10. Small wares	466,453	489,969	+ 5.0
11. Food and kindred products	1,554,990	1,595,754	+ 2.6
12. Furniture	813,217	894,393	+ 10.0
13. Home furnishings	870,866	1,009,623	+ 15.9
14. Household appliances and electrical supplies ...	349,047	390,086	+ 11.8
15. Hardware and kitchen utensils	574,531	660,218	+ 14.9
16. Radios, musical instruments and supplies	206,579	154,382	- 25.3
17. Shoes and other footwear	971,832	1,060,286	+ 9.1
18. Stationery, books and magazines	161,849	185,547	+ 14.6
19. All other departments, total	1,871,202	2,142,050	+ 14.5

^(x) Based on sales of 25 firms.

Unadjusted Index Numbers of Hardware Store Sales in Canada by Economic Divisions

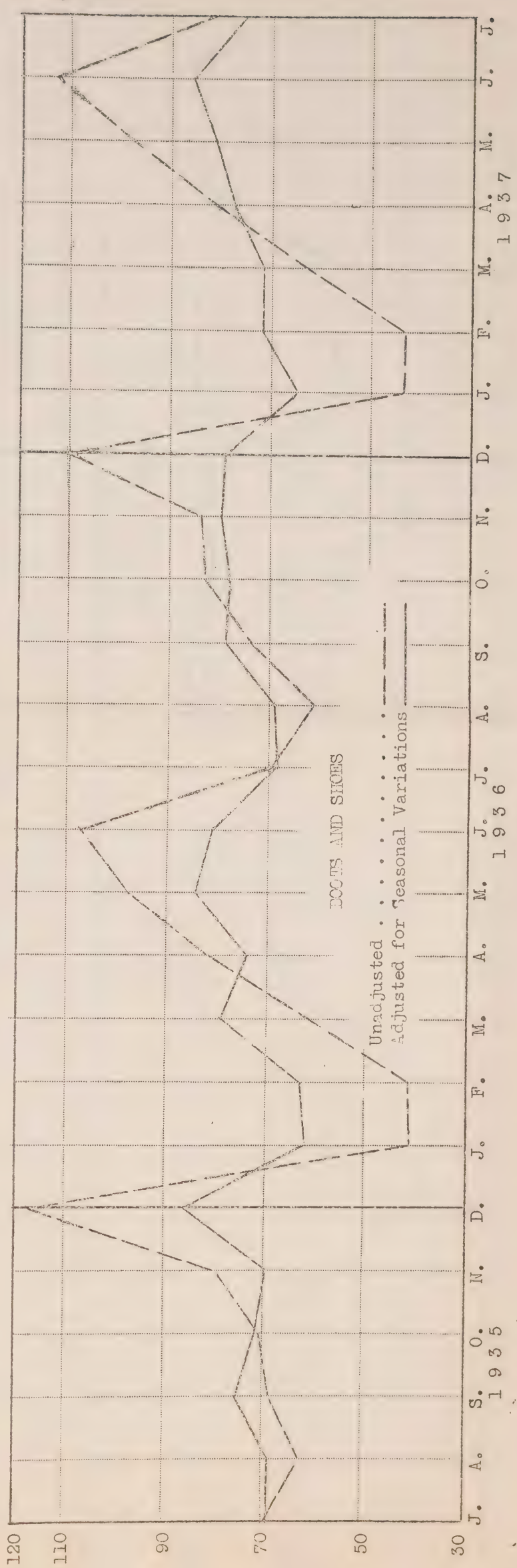
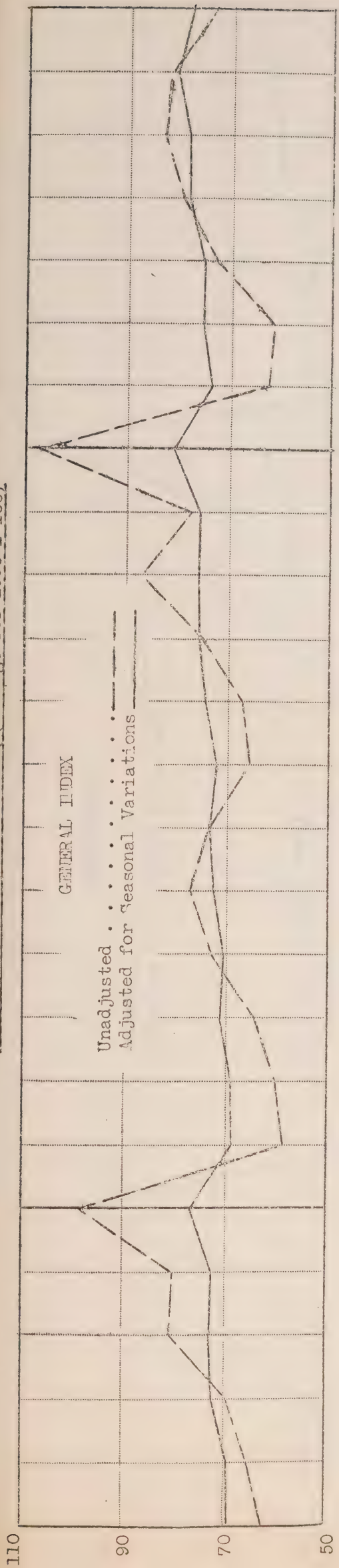
(Base - Average for 1930 = 100)

Year and Month	CANADA (96 Firms)	Maritime Provinces (11 Firms)	Quebec (18 Firms)	Ontario (21 Firms)	Prairie Provinces (33 Firms)	British Columbia (13 Firms)
<u>1935</u>						
January	39.1	38.0	31.1	44.8	36.2	49.2
February	37.3	35.1	31.6	39.4	36.0	51.5
March	49.4	40.7	43.3	55.0	44.4	75.8
April	73.7	75.5	74.7	77.2	65.5	79.4
May	93.0	94.9	101.2	101.8	75.8	88.8
June	82.6	83.4	71.3	95.9	73.5	83.5
July	78.1	88.0	71.7	87.6	68.4	74.2
August	78.2	81.2	73.1	77.8	76.7	85.4
September	80.5	80.9	72.8	77.9	82.7	91.3
October	86.3	91.4	66.2	83.5	94.5	103.2
November	72.4	79.6	56.6	71.8	75.4	95.5
December	79.6	84.9	56.3	81.2	83.3	115.9
Yearly Average	70.9	72.8	62.5	74.5	67.7	82.8
<u>1936</u>						
January	39.0	41.9	29.4	42.0	37.7	55.6
February	38.3	32.8	33.9	38.9	38.1	49.5
March	52.9	50.7	47.7	52.6	50.4	75.6
April	76.4	82.6	66.1	80.6	70.5	96.4
May	100.4	93.0	90.0	116.8	86.8	106.5
June	91.7	96.8	72.6	111.6	80.0	96.7
July	83.2	89.4	65.0	100.8	72.4	93.1
August	82.5	84.9	70.8	88.8	78.0	92.6
September	89.3	79.7	71.7	93.0	92.3	112.4
October	94.6	88.4	66.4	104.2	99.3	117.9
November	79.2	86.9	59.1	84.1	78.9	107.9
December	86.4	90.8	55.2	94.3	92.2	116.7
Yearly Average	76.2	76.5	60.7	84.0	73.1	93.4
<u>1937</u>						
January	44.4	47.4	34.6	51.6	38.8	62.2
February	42.2	45.1	38.8	43.1	39.0	52.2
March	61.4	59.8	54.7	63.4	55.3	98.4
April	92.1	94.3	83.6	88.4	89.3	133.6
May	113.9	109.5	109.8	122.4	96.9	146.0
June	104.2	108.8	92.2	128.1	90.2	129.3
July	95.2	120.3	89.5	112.9	75.0	123.2
% Change, July, 1937 July, 1936	+14.4	+34.6	+37.7	+12.0	+3.6	+32.3
% Change, Jan.-July, 1937 Jan.-July, 1936	+14.8	+20.1	+24.3	+12.3	+11.1	+29.9

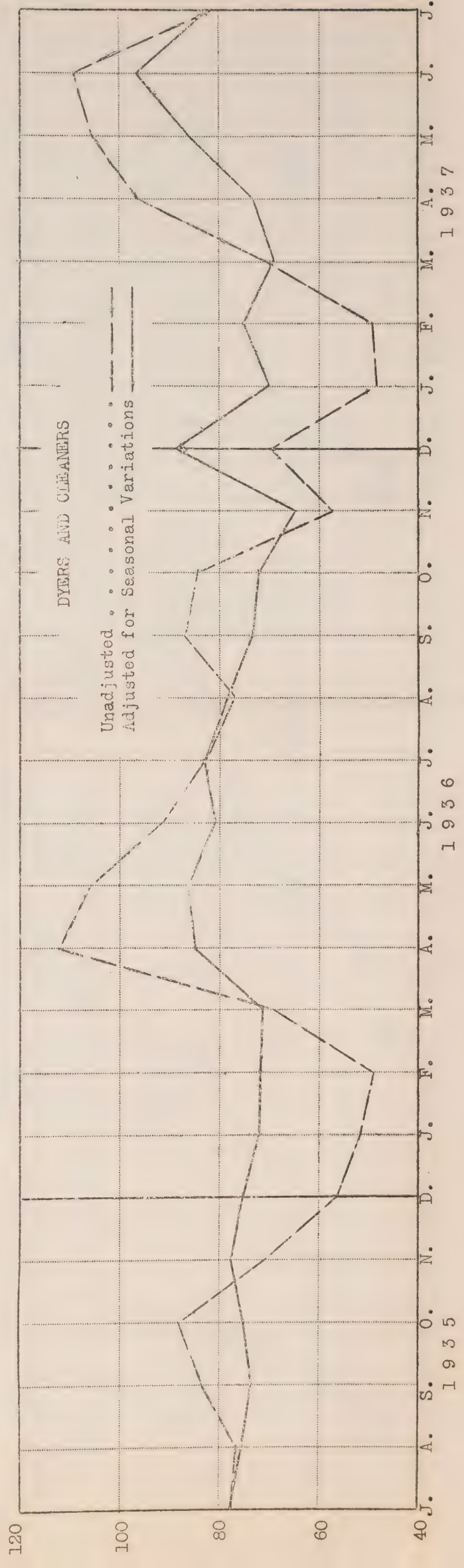
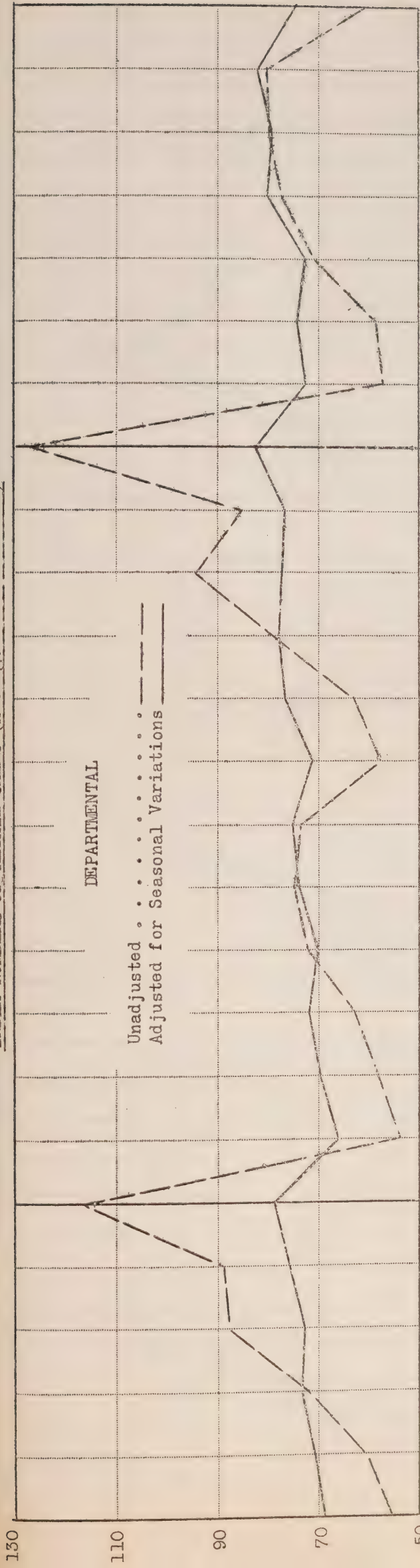
Unadjusted Index Numbers of Variety Store Sales in Canada by Economic Divisions
(Base - Average for 1930 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
1935								
January	53.2	51.8	49.3	56.2	52.0	39.0	58.3	49.5
February	57.7	54.7	53.5	59.1	59.9	47.9	71.7	58.6
March	67.5	66.4	62.2	71.6	64.0	48.3	77.0	62.4
April	77.9	75.9	72.8	80.8	84.1	59.9	85.5	72.8
May	79.5	78.8	79.8	80.8	85.0	59.3	83.2	70.7
June	88.6	92.4	91.2	89.5	97.4	69.0	85.8	73.9
July	82.8	91.6	78.5	81.1	93.3	77.3	87.5	76.6
August	83.7	92.6	79.6	83.8	83.7	70.7	94.2	81.7
September	77.9	81.6	75.0	77.9	82.5	70.0	87.6	73.3
October	90.4	93.1	83.5	90.4	100.9	103.1	106.3	77.5
November	91.3	93.4	81.8	94.9	97.6	79.8	108.3	84.3
December	164.0	179.9	137.6	168.8	171.1	142.4	194.0	171.9
Yearly Average	84.5	87.7	78.7	86.2	89.3	72.2	95.0	79.4
1936								
January	53.4	50.4	48.1	55.7	30.1	40.8	65.5	55.1
February	30.8	58.7	58.3	62.5	55.4	47.3	68.3	61.5
March	65.1	60.8	59.9	67.4	65.1	50.9	77.8	64.4
April	80.4	77.6	76.3	81.8	86.8	63.6	92.5	79.3
May	91.2	88.5	91.2	92.7	100.2	73.1	92.7	79.8
June	93.1	98.1	93.7	92.1	102.9	77.0	93.5	83.3
July	88.8	97.9	81.9	87.5	97.6	80.3	103.5	89.3
August	87.1	98.9	80.9	85.5	91.6	76.4	94.2	92.0
September	85.5	91.8	79.7	83.2	101.3	90.1	95.5	83.5
October	100.7	107.2	91.1	101.0	115.3	105.9	119.0	91.5
November	90.5	95.6	79.7	90.9	98.8	96.9	109.4	89.5
December	183.0	205.2	153.2	186.9	194.6	163.8	200.1	204.8
Yearly Average	90.0	94.2	82.8	90.6	96.6	80.5	101.0	89.5
1937								
January	61.7	62.1	57.8	64.4	57.3	46.5	64.9	60.5
February	62.8	61.5	59.0	64.4	60.9	54.8	69.8	63.2
March	79.6	78.8	74.5	81.0	81.4	65.9	92.4	83.3
April	80.1	78.3	78.1	80.0	84.7	68.0	96.4	79.9
May	98.6	104.8	102.7	98.1	103.2	83.1	102.3	90.0
June	100.4	105.2	101.3	100.0	112.6	83.7	99.6	92.4
July	101.4	118.1	96.5	101.2	109.3	79.7	111.7	100.0
% Change,								
July, 1937								
July, 1936	+14.2	+20.6	+17.8	+15.7	+12.0	-0.7	+7.9	+12.0
% Change,								
Jan.-July, 1937								
Jan.-July, 1936	+9.7	+14.4	+11.9	+9.2	+9.2	+11.2	+7.3	+11.0

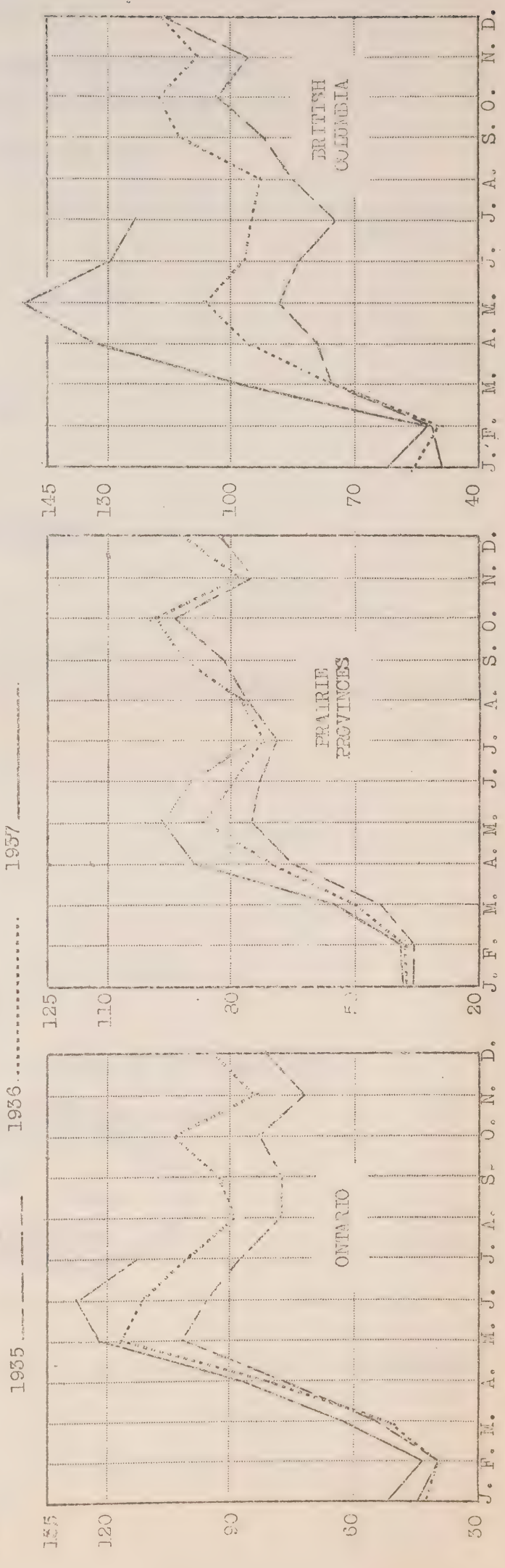
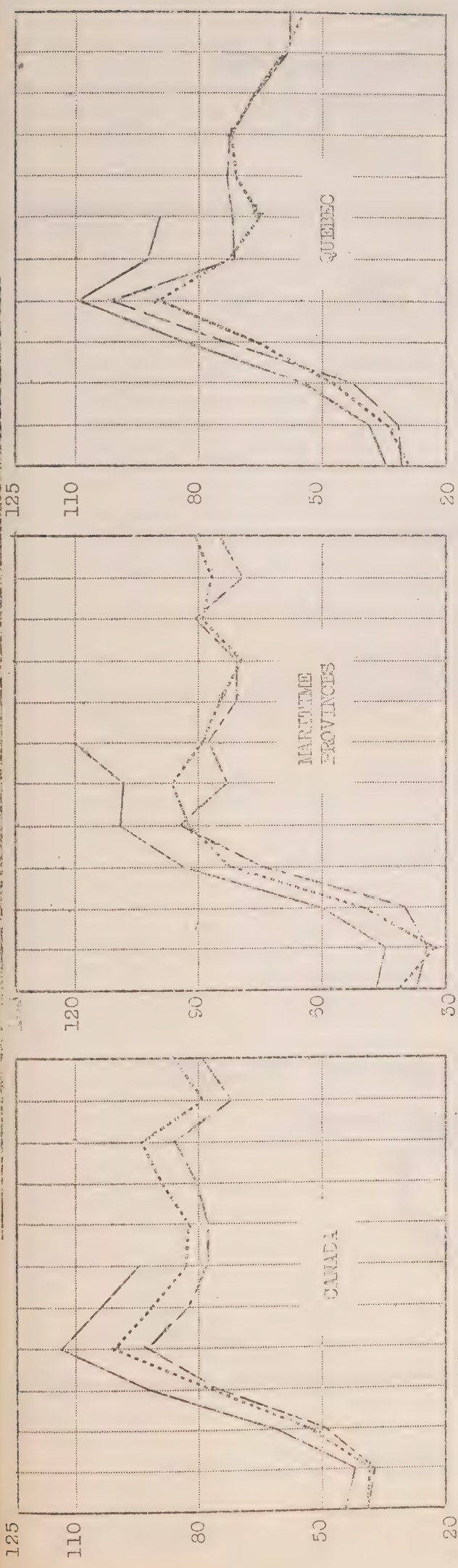
INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)



INDEX NUMBERS OF HARDWARE STORE SALES BY ECONOMIC DIVISIONS (Average for 1930 = 100)



J. F. M. A. M. J. J. A. S. O. N. D. J. F. M. A. M. J. J. A. S. O. N. D. J. F. M. A. M. J. J. A. S. O. N. D. J. F. M. A. M. J. J. A. S. O. N. D.



CANADA

DEPARTMENT OF TRADE AND COMMERCE

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RETAIL SALES IN CANADA, AUGUST, 1937.

(Indexes of Value)

Retail trade in Canada increased 1.9 per cent during August compared with August, 1936. The unadjusted general index on the basis of the average for 1930 as 100 was 68.4 for August, 1937, and 67.1 for August, 1936. Cumulative figures for the first eight months of 1937 showed advancement of 8.4 per cent over the corresponding period last year.

After adjustment for differences in the number of working days and for normal seasonal variations an actual increase in volume of sales as compared with July was apparent. In fact the adjusted general index, 78.7, was exceeded only during June of this year when 81.1 was recorded.

Contrasted with the increase of 1.9 per cent for retail trade as a whole, the various sub-groups exhibited a mixed trend compared with August, 1936, according to the unadjusted index numbers. Seven types of retail outlets showed improvement in sales over last year, grocery and meat stores reported no change, while five groups experienced declines. The best increase was shown by furniture stores, sales of which advanced 11.8 per cent. Hardware store sales exceeded those of last August by 8.7 per cent; sales of drugs were up 7.4 per cent; music and radio stores gained 7.2 per cent, while smaller increases were shown for men's clothing stores, departmental stores and restaurants. Sales of boot and shoe stores, candy stores, women's clothing stores, dyeing and cleaning establishments and variety stores declined when compared with August, 1936.

These figures are based upon returns submitted by 314 firms including a representative number of department stores, chain stores, and independent stores in those lines of business where chains are of minor importance.

Department Store Sales in Canada by Selected Departments, August, 1937.

Sales totals of the 25 firms which report a monthly breakdown of sales by principal departments advanced 0.9 per cent during August compared with August, 1936. There was an increase of 18.8 per cent in sales of household appliances and electrical supplies. Furniture sales were up 11.4 per cent and house furnishings, 6.6 per cent over last year. An increase of 6.1 per cent was shown by hardware and kitchen utensils. Sales of drugs and toilet articles advanced 2.1 per cent and the food departments of these stores showed a 1.4 per cent increase in sales. Moderate declines compared with last August were shown by the following departments: women's and children's clothing, men's and boy's clothing, piece goods, small wares, radios, musical instruments and supplies, footwear, and stationery.

Index Numbers of Department Store Sales by Economic Divisions (Unadjusted)

Department store sales in Canada were slightly higher during August than in the same month a year ago. The value of sales of the 36 firms reporting was 2.1 per cent in excess of that for August, 1936. Department stores in the Maritime Provinces reported an advance in sales of 10.6 per cent. Improvement of 9.3 per cent was noted for British Columbia. The sales totals of Quebec stores increased 3.8 per cent and Ontario departmental store sales were 0.7 per cent greater than those for last August. Sales in the Prairie Provinces declined 2.9 per cent.

Cumulative figures for the January to August period show improvement over last year for all sections of the country. The increases range from a low of 4.3 percent for the Prairie Provinces to a high of 10.4 per cent for the Maritime Provinces. The corresponding increase for Canada was 7.2 per cent.

Index Numbers of Hardware Store Sales by Economic Divisions (Unadjusted)

As mentioned above, hardware store sales for the Dominion as a whole advanced 8.7 per cent during August compared with last year. Very large increases in sales were reported for British Columbia (26.1 per cent) and for Quebec (22.9 per cent). Firms located in the Maritime Provinces experienced improvement in sales of 10.1 per cent. Moderate expansion in sales of hardware occurred in the Prairie Provinces and Ontario where gains were recorded of 4.1 per cent and 3.0 per cent respectively. Cumulative totals for Canada indicated improvement of 14.2 per cent over the first eight months of 1936. Sales totals for British Columbia advanced 29.8 per cent and those for Quebec, 22.4 per cent. The other provinces showed the following increases compared with the same period a year ago: Maritime Provinces, 18.3 per cent; Prairie Provinces, 10.1 per cent, and Ontario, 9.5 per cent.

Index Numbers of Variety Store Sales by Economic Divisions (Unadjusted)

Increases over August, 1936, of 3.3 per cent for the Maritime Provinces, 1.8 per cent for British Columbia and 1.7 per cent for Alberta were not sufficient to offset declines of 16.0 per cent for Saskatchewan, 6.2 per cent for Manitoba and 2.8 per cent for Ontario, with the result that the index of sales of variety stores in Canada declined 2.3 per cent. Quebec variety store sales remained unchanged compared with last August.

All provinces showed substantial advances in sales for the eight-month period, January to August, compared with the corresponding period a year ago. The increase ranged from 6.5 per cent for Alberta to 12.6 for the Maritime Provinces. The corresponding percentage gain for Canada was 8.1.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (314 Firms)			Boots and Shoes (17 Chains)			Candy (7 Chains)			Men's Clothing (18 Chains)			Women's Clothing (13 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
August, 1929	107.3	99.6	114.5	112.1	102.5	123.5	135.0	126.5	129.1	107.2	98.1	140.1	102.9	94.0	123.7
August, 1930	90.2	86.3	99.2	91.7	86.3	103.9	105.9	102.1	104.2	73.7	69.4	99.2	81.2	76.4	100.5
August, 1931	76.6	74.0	85.0	77.7	73.1	88.1	83.6	81.3	82.9	53.6	51.2	73.2	58.5	55.8	73.5
August, 1932	62.2	60.6	69.6	61.5	60.1	72.4	61.7	61.3	62.5	40.2	39.3	56.1	46.0	44.8	59.0
August, 1933	61.4	59.3	68.2	55.7	54.4	65.6	58.2	57.6	58.7	42.9	41.6	59.4	45.9	44.4	58.4
August, 1934	63.4	60.8	69.9	58.2	56.4	68.0	58.6	57.6	58.7	45.5	43.6	62.3	52.3	50.1	65.9
August, 1935	65.3	60.6	69.6	62.6	57.2	68.9	59.2	55.4	56.6	50.3	46.0	65.6	50.5	46.1	60.6
August, 1936	67.1	64.9	74.6	60.7	57.1	68.8	58.3	56.6	57.8	48.2	46.1	65.8	51.2	48.8	64.2
August, 1937	68.4	68.5	78.7	59.1	59.3	71.5	51.1	52.4	53.5	49.7	50.1	71.6	50.1	50.4	66.3
1936															
August	67.1	64.9	74.6	60.7	57.1	68.8	58.3	56.6	57.8	48.2	46.1	65.8	51.2	48.8	64.2
September	75.2	77.1	75.6	73.5	76.6	78.9	55.1	56.2	60.4	67.5	69.1	75.2	56.9	58.2	64.6
October	87.5	81.1	75.8	83.0	75.9	78.2	60.6	56.8	59.8	104.6	95.6	77.1	67.5	61.6	84.2
November	77.6	80.2	75.6	83.9	86.3	79.9	46.9	49.5	57.5	93.1	96.5	77.2	59.1	61.2	65.8
December	107.8	107.6	80.9	110.6	111.5	79.1	114.7	113.5	61.0	109.9	110.7	86.5	130.4	131.2	70.9
1937(a)															
January	62.8	62.0	73.9	44.0	42.7	64.7	43.2	41.7	55.6	52.7	51.5	78.0	43.3	42.2	61.2
February	61.6	65.7	75.5	43.4	46.2	72.1	55.3	60.0	65.2	45.9	48.8	78.6	44.1	46.8	68.8
March	73.3	73.8	75.3	62.8	63.3	71.9	85.3	84.7	65.2	70.0	71.2	71.2	59.5	60.4	65.7
April	79.5	78.5	78.5	81.2	80.9	77.8	47.7	48.4	56.9	82.9	81.9	71.3	71.8	70.9	65.6
May	83.4	82.5	78.6	97.7	94.8	81.0	62.0	60.3	61.5	85.0	83.1	71.0	71.3	69.6	63.3
June	82.0	81.9	81.1	113.1	114.0	85.7	44.9	45.8	59.5	82.6	82.6	71.2	76.4	76.3	63.6
July	74.1	70.6	78.4	81.2	76.4	74.9	51.2	47.9	56.4	63.7	60.0	70.6	69.7	65.5	70.5
August	68.4	68.5	78.7	59.1	59.3	71.5	51.1	52.4	53.5	49.7	50.1	71.6	50.1	50.4	66.3

(a) Subject to final revision.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Chains)			Dyers and Cleaners (8 Chains)			Furniture (26 Firms)			Groceries and Meats (34 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
August, 1929	96.2	90.1	112.7	112.5	107.6	109.8	105.6	100.1	104.3	135.6	127.0	146.0	107.6	97.3	105.8
August, 1930	82.5	80.1	100.1	103.0	100.3	102.4	96.1	94.6	98.5	90.1	87.2	100.3	95.3	88.8	96.5
August, 1931	59.7	68.0	85.0	91.1	89.6	91.4	82.1	80.8	84.1	72.6	70.3	80.8	84.0	79.7	86.6
August, 1932	56.8	54.4	68.0	76.7	75.7	77.3	64.1	60.7	63.3	49.4	47.2	51.9	72.3	71.5	77.7
August, 1933	57.1	54.4	68.0	67.9	66.5	67.9	70.4	66.6	69.4	57.9	55.4	56.6	70.4	68.8	74.8
August, 1934	59.0	56.1	70.1	70.4	68.7	70.1	78.1	74.0	77.1	69.3	66.3	66.3	69.9	67.2	73.1
August, 1935	60.4	56.6	70.8	74.1	70.8	72.2	76.5	72.4	75.4	76.5	71.5	71.5	71.5	64.6	70.3
August, 1936	62.8	61.3	76.6	73.3	72.0	73.5	76.6	75.2	78.3	73.8	79.9	79.9	74.8	70.9	77.0
August, 1937	64.1	63.6	79.5	78.7	79.1	80.7	75.1	73.8	76.9	89.2	88.3	88.4	74.8	75.9	82.5
1936															
August	62.8	61.3	76.6	73.5	72.0	73.5	76.6	75.2	78.3	79.8	79.9	79.9	74.8	70.9	77.0
September	78.8	80.9	77.8	73.4	74.2	75.6	87.0	88.9	73.4	91.6	93.9	78.3	74.9	77.0	77.0
October	94.7	88.7	77.2	80.7	77.0	77.8	84.4	79.9	72.0	104.2	97.4	87.0	83.4	75.4	75.4
November	85.0	87.3	76.6	73.5	76.5	76.5	53.9	58.2	64.6	84.6	86.8	85.9	73.4	76.3	77.1
December	126.8	125.7	82.7	93.6	91.6	80.4	69.7	68.5	88.9	100.4	99.4	89.5	88.4	89.7	83.9
1937(a)															
January	57.2	57.8	72.3	78.3	76.2	79.4	48.5	49.6	69.8	58.5	58.6	88.8	79.8	77.0	79.3
February	58.6	62.4	74.3	75.6	82.0	81.1	49.4	52.6	75.1	68.2	72.5	87.4	74.4	73.0	80.6
March	70.8	70.5	72.7	81.1	80.0	79.2	70.5	69.2	69.2	78.1	77.3	88.9	82.5	84.7	84.7
April	77.6	76.3	80.3	77.1	77.7	78.5	96.7	95.0	73.1	99.3	98.3	84.0	84.5	83.4	81.0
May	79.9	80.8	79.2	76.5	75.2	78.3	105.6	107.9	86.3	111.2	111.3	88.4	87.1	84.0	79.2
June	80.5	79.8	82.3	77.6	78.5	77.7	109.4	107.5	96.9	93.3	92.3	93.3	83.4	83.9	83.9
July	63.0	61.3	76.6	80.7	77.1	79.5	81.5	80.1	81.7	74.6	72.2	92.6	87.9	81.7	83.4
August	64.1	63.6	79.5	78.7	79.1	80.7	75.1	73.8	76.9	89.2	88.3	88.4	74.8	75.9	82.5

(a) Subject to final revision.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (96 Firms)			Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
August, 1929	122.2	115.9	112.5	111.5	105.8	139.2	127.3	123.3	116.3	130.6	119.6	130.0
August, 1930	105.7	104.2	101.1	70.2	69.2	91.0	108.1	106.0	100.0	98.6	92.9	101.0
August, 1931	88.3	87.1	84.5	59.1	58.2	76.6	90.0	88.5	83.5	93.3	88.2	95.9
August, 1932	66.4	63.0	61.2	33.2	31.6	41.5	64.3	63.1	59.5	75.0	73.4	79.8
August, 1933	62.3	59.1	57.4	28.8	27.3	36.0	57.7	56.6	53.4	72.7	70.9	77.0
August, 1934	74.6	70.8	68.8	33.8	32.1	42.2	57.3	56.0	52.9	77.7	75.5	82.1
August, 1935	78.2	74.2	72.0	35.2	33.4	44.0	55.4	53.6	50.6	83.7	76.6	83.3
August, 1936	82.5	81.0	78.6	31.9	31.5	41.5	57.3	56.4	53.2	87.1	82.5	89.6
August, 1937	89.7	88.1	85.5	34.2	33.8	44.4	58.3	58.3	55.0	85.1	85.6	93.0
1936												
August	82.5	81.0	78.6	31.9	31.5	41.5	57.3	56.4	53.2	87.1	82.5	89.6
September	89.3	91.1	76.0	63.3	64.9	47.4	53.3	56.1	53.4	85.5	88.4	91.1
October	94.6	89.4	77.8	69.8	66.3	50.3	54.6	52.9	52.9	100.7	92.2	87.8
November	79.2	80.9	80.9	60.9	62.6	44.4	52.9	54.3	56.6	90.5	93.7	92.7
December	86.4	84.8	75.7	77.8	76.8	48.6	59.9	58.8	57.6	183.0	184.1	99.5
1937 (a)												
January	44.4	45.3	82.4	46.2	47.4	57.1	52.9	51.9	55.8	61.7	59.9	89.4
February	42.2	44.9	80.2	47.1	50.4	57.9	50.7	55.1	57.3	62.8	66.9	90.3
March	31.4	60.3	86.2	46.7	46.1	56.2	57.1	56.1	57.8	79.6	80.4	96.9
April	92.1	90.4	87.0	50.9	50.3	62.1	56.2	56.7	56.2	80.1	79.9	89.8
May	113.5	115.8	85.2	54.0	55.5	63.8	54.2	53.4	53.4	98.7	95.9	92.2
June	106.0	104.1	87.5	44.4	43.8	61.7	53.4	54.2	53.6	100.5	101.1	98.2
July	95.2	93.5	85.0	38.5	38.0	58.5	57.2	55.4	53.8	101.7	95.9	95.9
August	89.7	88.1	85.5	34.2	33.8	44.4	58.3	58.3	55.0	85.1	85.6	93.0

(a) Subject to final revision.

Corresponding-Month Comparison of Retail Sales in Canada by Kinds of Business

	July, 1937			August, 1937		
	+ or - p.c. compared with			+ or - p.c. compared with		
	July, 1930	July, 1936	June, 1937	Aug., 1930	Aug., 1936	July, 1937
General Index	- 17.9	+ 13.0	- 9.6	- 24.2	+ 1.9	- 7.7
Boots and Shoes	- 16.2	+ 16.8	- 28.2	- 35.6	- 2.6	- 27.2
Candy	- 40.9	+ 2.6	+ 14.0	- 51.7	- 12.3	- 0.2
Men's Clothing	- 26.3	+ 18.0	- 22.9	- 32.6	+ 3.1	- 22.0
Women's Clothing	- 28.1	+ 13.3	- 8.8	- 38.3	- 2.1	- 28.1
Departmental	- 24.2	+ 3.2	- 21.7	- 22.1	+ 2.1	+ 1.7
Drugs	- 18.5	+ 7.5	+ 4.0	- 23.6	+ 7.4	- 2.5
Dyers and Cleaners ..	- 12.9	- 1.5	- 25.5	- 21.9	- 2.0	- 7.9
Furniture	+ 6.1	+ 19.4	- 20.0	- 1.0	+ 11.8	+ 19.6
Groceries and Meats..	- 9.0	+ 18.5	+ 5.4	- 21.5	unchanged	- 14.9
Hardware	- 4.3	+ 14.4	- 10.2	- 15.1	+ 8.7	- 5.8
Mus&c and Radio	- 32.2	+ 12.9	- 13.3	- 51.3	+ 7.2	- 11.2
Restaurants	- 45.7	+ 2.5	+ 7.1	- 46.1	+ 1.7	+ 1.9
Variety	+ 3.2	+ 14.5	+ 1.2	- 13.7	- 2.3	- 16.3

DEPARTMENTAL STORE SALES IN CANADA BY SELECTED DEPARTMENTS^(x)

	August 1936 \$	August 1937 \$	% Change, 1937/1936
TOTAL SALES, ALL DEPARTMENTS	15,256,352	15,392,006	+ 0.9
1. Women's dresses, coats and suits	1,249,288	1,237,095	- 1.0
2. Girls' and infants' wear	401,104	369,958	- 7.8
3. Hosiery and gloves	563,884	531,641	- 5.7
4. Lingerie and corsets	592,675	584,304	- 1.4
5. Millinery	190,826	168,870	- 11.5
6. Women's and children's apparel - (Total 1 - 5)	2,997,777	2,891,868	- 3.5
7. Men's and boys' clothing and furnishings....	1,495,981	1,424,022	- 4.8
8. Drugs and toilet articles and preparations...	481,146	491,206	+ 2.1
9. Piece goods	1,362,683	1,349,441	- 1.0
10. Small wares	549,720	521,298	- 5.1
11. Food and kindred products	1,500,237	1,520,632	+ 1.4
12. Furniture	1,372,393	1,528,286	+ 11.4
13. Home furnishings	1,168,073	1,245,165	+ 6.6
14. Household appliances and electrical supplies.	394,485	468,697	+ 18.8
15. Hardware and kitchen utensils	547,364	580,576	+ 6.1
16. Radios, musical instruments and supplies	272,677	247,710	- 9.2
17. Shoes and other footwear	1,063,971	1,037,943	- 2.4
18. Stationery, books and magazines	236,242	229,961	- 2.7
19. All other departments, total	1,813,603	1,854,601	+ 2.3

(x) Based on sales of 25 firms.

Monthly Index Numbers of Department Store Sales in Canada, by Economic Divisions
(Average for 1930=100)

	CANADA		Maritime Provinces		Quebec		Ontario		Prairie Provinces		British Columbia	
	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations
1935 - August	60.4	70.8	63.4	74.4	53.3	66.0	58.2	71.1	61.1	75.7	80.5	82.6
September ..	71.6	73.4	66.4	73.1	67.0	66.9	71.9	73.7	73.7	69.5	80.6	80.1
October	87.6	72.7	84.0	74.2	73.1	66.1	80.9	71.9	107.1	75.1	95.1	81.1
November ...	88.5	75.4	86.5	76.4	74.7	69.4	87.0	74.7	102.2	83.3	91.1	86.4
December ...	116.5	78.7	123.0	73.3	108.4	67.5	121.9	72.3	114.1	74.5	123.5	80.4
Yearly Average.	72.1	-	72.6	-	66.2	-	72.0	-	75.0	-	79.8	-
1936 - January	53.6	65.9	53.9	71.3	50.0	63.5	53.8	70.0	54.9	74.1	60.4	81.1
February ...	57.8	69.5	55.9	75.5	53.8	68.8	58.2	73.8	58.8	76.1	66.1	83.7
March	62.5	72.0	59.8	73.4	61.4	66.2	62.8	70.9	62.2	73.3	71.4	78.4
April	72.1	69.8	69.2	72.8	69.4	65.7	72.0	71.5	73.0	75.8	81.8	82.7
May	74.7	73.8	76.9	72.1	73.2	68.3	75.2	74.8	74.0	77.4	82.9	84.7
June	73.4	75.0	80.3	73.4	72.8	68.1	74.7	72.6	69.9	76.1	80.7	83.2
July	57.7	71.0	66.4	75.8	49.1	69.1	56.4	75.7	57.2	76.6	75.0	86.1
August	62.8	76.6	64.1	75.2	58.2	72.0	61.3	74.9	62.4	77.3	81.6	83.7
September ..	78.8	77.8	70.6	77.8	73.0	72.9	74.3	76.1	89.8	84.6	87.7	87.2
October	94.7	77.2	87.8	77.6	82.8	74.9	88.4	78.6	113.6	79.6	102.3	87.2
November ...	85.0	76.6	86.1	76.1	78.2	72.7	89.2	76.6	88.4	72.0	87.5	82.9
December ...	126.8	82.7	133.1	79.3	120.4	75.0	133.0	78.9	124.3	81.1	137.0	89.2
Yearly Average	75.0	-	75.3	-	70.2	-	74.9	-	77.4	-	84.5	-
1937 - January	57.2	72.3	58.2	77.0	56.4	71.7	57.7	75.0	56.6	76.4	62.9	84.4
February ...	58.6	74.3	55.3	74.7	55.6	71.1	59.4	75.3	58.9	76.2	66.7	84.4
March	70.8	72.7	65.8	80.7	70.0	75.5	70.0	79.0	70.7	83.4	84.0	92.2
April	77.6	80.3	75.2	79.0	77.6	73.5	78.0	77.5	76.8	79.7	85.8	86.8
May	79.9	79.2	89.6	84.0	83.3	77.7	78.7	78.3	77.0	80.5	87.5	89.4
June	80.5	82.3	90.4	82.6	82.9	77.6	82.7	80.3	73.4	79.9	88.5	91.2
July	63.0	76.6	75.8	86.6	56.7	79.7	60.4	81.0	60.2	80.6	82.8	95.1
August	64.1	79.5	70.9	83.2	60.4	74.7	61.7	75.4	60.6	75.1	89.3	91.5
% Change, August 1937	+ 2.1	-	+10.6	-	+ 3.8	-	+ 0.7	-	- 2.9	-	+ 9.3	-
% Change, Jan.-Aug. 1937	+ 7.2	-	+10.4	-	+11.3	-	+ 6.6	-	+ 4.3	-	+ 7.9	-

Unadjusted Index Numbers of Hardware Store Sales in Canada by Economic Divisions

(Base - Average for 1930 = 100)

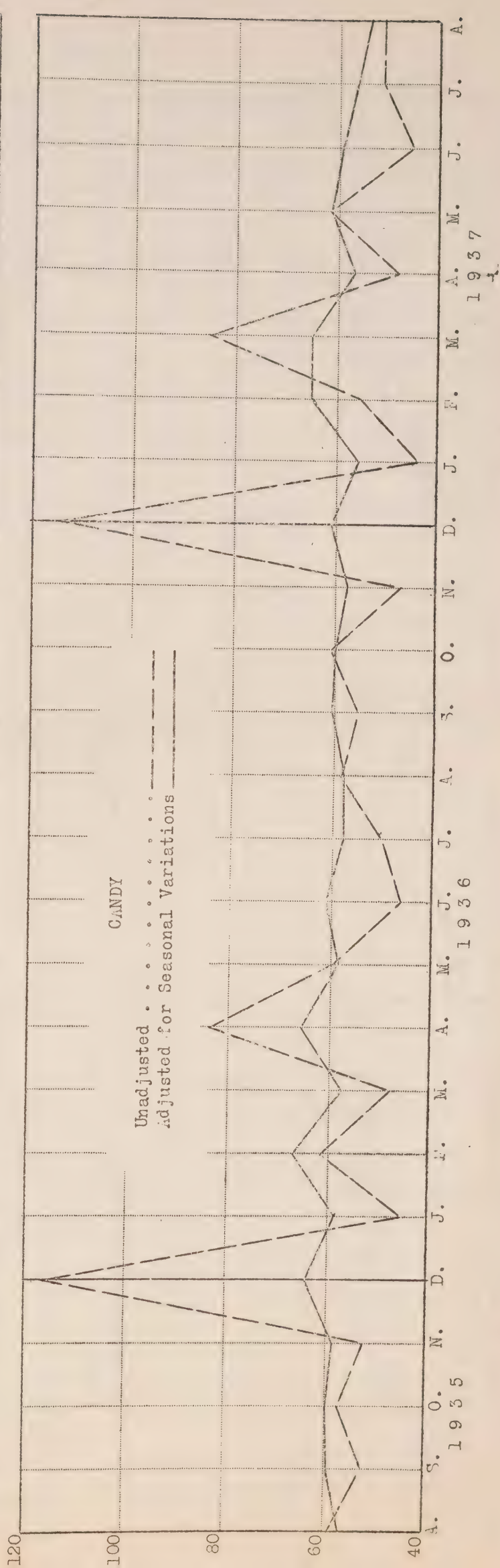
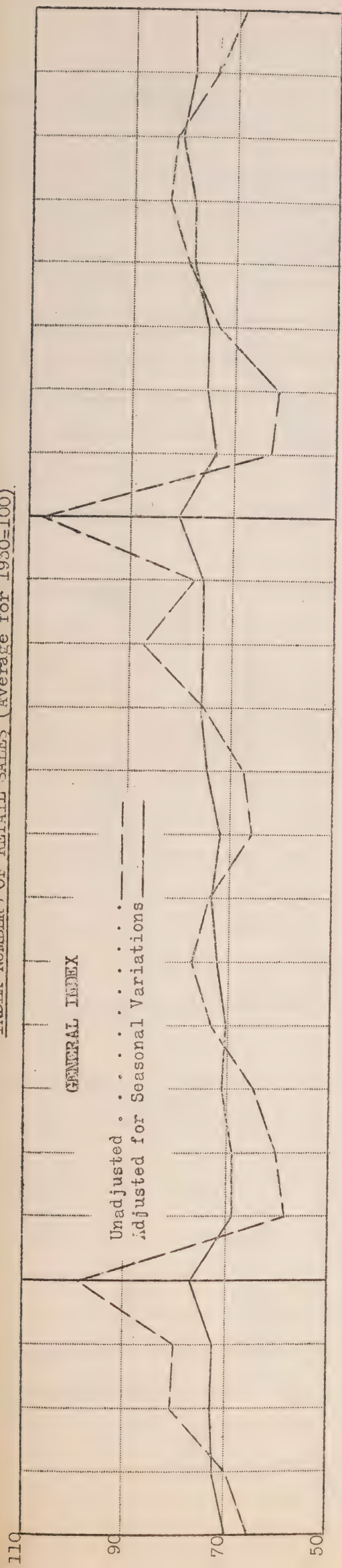
Year and Month	CANADA (96 Firms)	Maritime Provinces (11 Firms)	Quebec (18 Firms)	Ontario (21 Firms)	Prairie Provinces (33 Firms)	British Columbia (13 Firms)
<u>1935</u>						
January	39.1	38.0	31.1	44.8	36.2	49.2
February	37.3	35.1	31.6	39.4	36.0	51.5
March	49.4	40.7	43.3	55.0	44.4	75.8
April	75.7	75.5	74.7	77.2	65.5	79.4
May	93.0	94.9	101.2	101.8	75.8	88.8
June	82.6	83.4	71.3	95.9	73.5	83.5
July	78.1	88.0	71.7	87.6	68.4	74.2
August	78.2	81.2	73.1	77.8	76.7	85.4
September	80.5	80.9	72.8	77.9	82.7	91.3
October	86.3	91.4	66.2	83.5	94.5	103.2
November	72.4	79.6	56.6	71.8	75.4	95.5
December	79.6	84.9	56.3	81.2	83.3	115.9
Yearly Average	70.9	72.8	62.5	74.5	67.7	82.8
<u>1936</u>						
January	39.0	41.9	29.4	42.0	37.7	55.6
February	38.3	32.8	33.9	38.9	38.1	49.5
March	52.9	50.7	47.7	52.6	50.4	75.6
April	76.4	82.6	66.1	80.6	70.5	96.4
May	100.4	93.0	90.0	116.8	86.8	106.5
June	91.7	96.8	72.6	111.6	80.0	96.7
July	83.2	89.4	65.0	100.8	72.4	93.1
August	82.5	84.9	70.8	88.8	78.0	92.6
September	89.3	79.7	71.7	93.0	92.3	112.4
October	94.6	88.4	66.4	104.2	99.3	117.9
November	79.2	86.9	59.1	84.1	78.9	107.9
December	86.4	90.8	55.2	94.3	92.2	116.7
Yearly Average	76.2	76.5	60.7	84.0	73.1	93.4
<u>1937</u>						
January	44.4	47.4	34.6	51.6	38.8	62.2
February	42.2	45.1	38.8	43.1	39.0	52.2
March	61.4	59.8	54.7	63.4	55.3	98.4
April	92.1	94.3	83.6	88.4	89.3	133.6
May	113.5	109.5	108.0	122.4	96.9	146.0
June	106.0	108.8	89.3	124.8	89.6	129.3
July	95.2	118.4	86.1	107.2	75.7	126.0
August	89.7	93.5	87.0	91.5	81.2	116.8
% Change, Aug., 1937 Aug., 1936	+ 8.7	+10.1	+22.9	+ 3.0	+ 4.1	+26.1
% Change, Jan.-Aug., 1937 Jan.-Aug., 1936	+14.2	+18.3	+22.4	+ 9.5	+10.1	+29.8

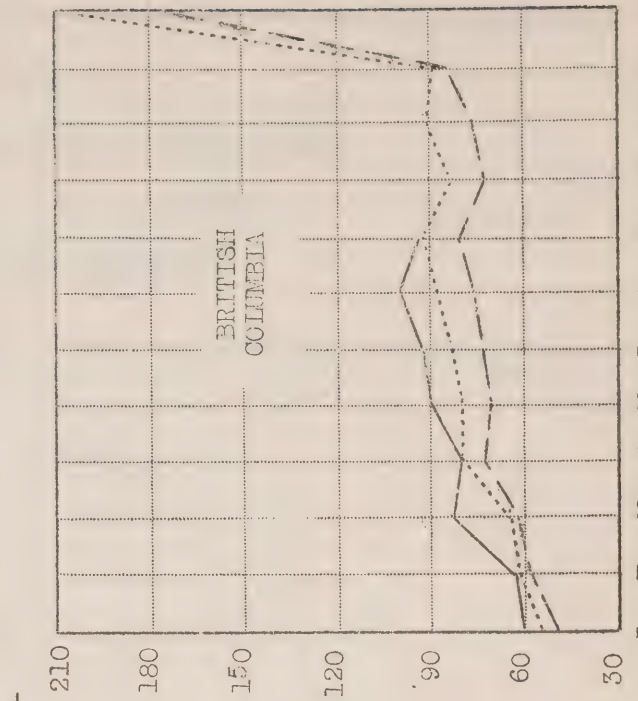
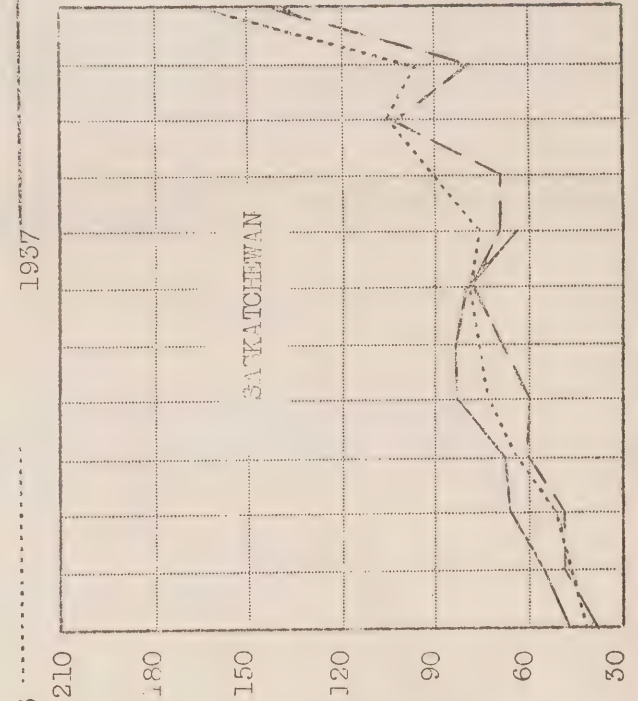
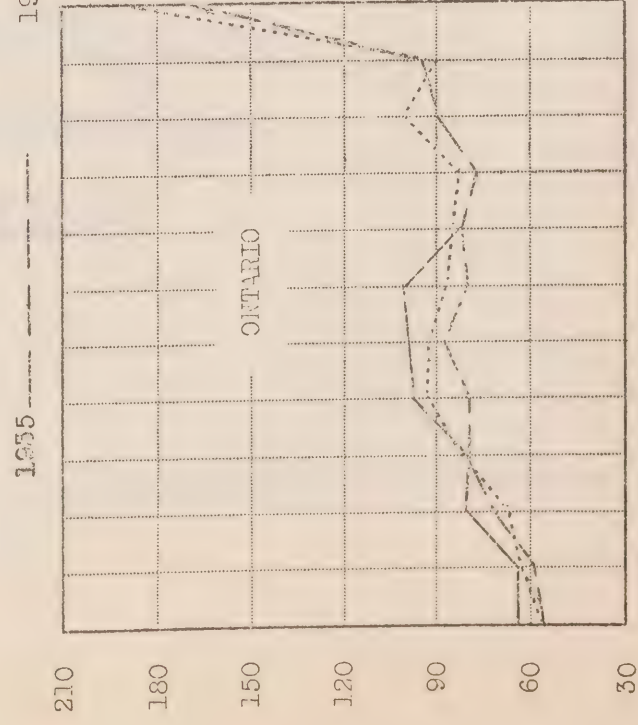
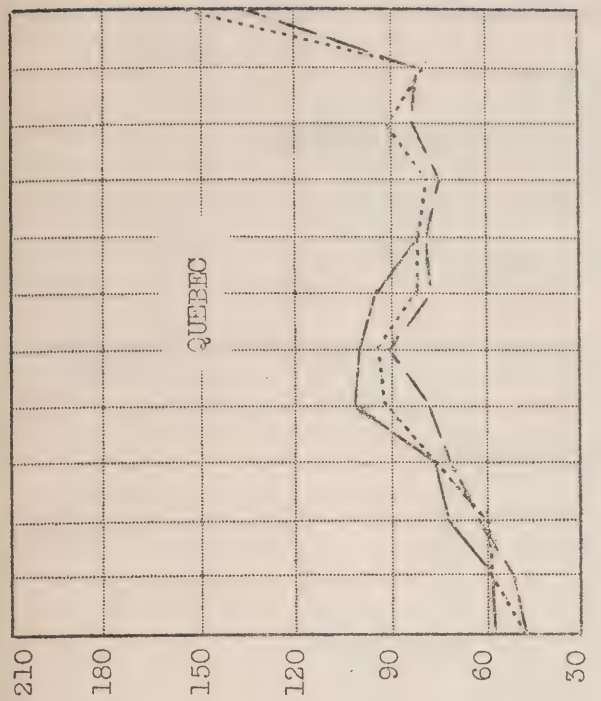
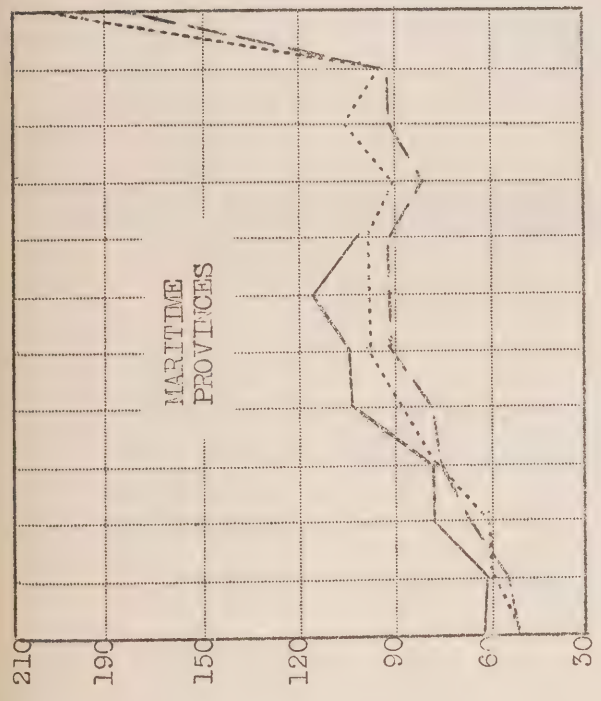
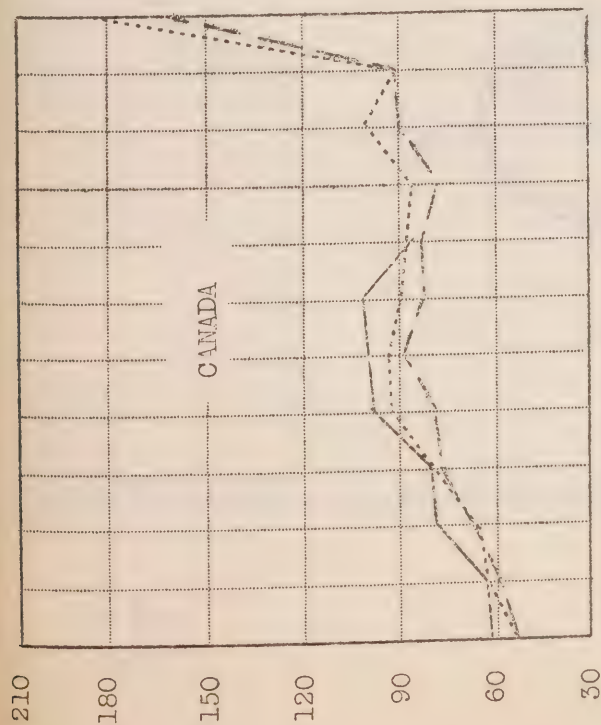
Unadjusted Index Numbers of Variety Store Sales in Canada by Economic Divisions

(Base - Average for 1930 = 100)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
1935								
January	53.2	51.8	49.3	56.2	52.0	39.0	58.3	49.5
February	57.7	54.7	53.5	59.1	59.9	47.9	71.7	58.6
March	67.5	66.4	62.2	71.6	64.0	48.3	77.0	62.4
April	77.9	75.9	72.8	80.8	84.1	59.9	85.5	72.8
May	79.5	78.8	79.8	80.8	85.0	59.3	83.2	70.7
June	88.6	92.4	91.2	89.5	97.4	69.0	85.8	73.9
July	82.8	91.6	78.5	81.1	93.3	77.3	87.5	76.6
August	83.7	92.6	79.6	83.8	83.7	70.7	94.2	81.7
September ...	77.9	81.6	75.0	77.9	82.5	70.0	87.6	73.3
October	90.4	93.1	83.5	90.4	100.9	103.1	106.3	77.5
November	91.3	93.4	81.8	94.9	97.6	79.8	108.3	84.3
December	164.0	179.9	157.6	168.8	171.1	142.4	194.0	171.9
Yearly Average	84.5	87.7	78.7	86.2	89.3	72.2	95.0	79.4
1936								
January	53.4	50.4	48.1	55.7	50.1	40.8	65.5	55.1
February	50.8	58.7	50.3	62.5	55.4	47.3	68.3	61.5
March	65.1	60.8	59.9	67.4	65.1	50.9	77.8	64.4
April	80.4	77.6	76.3	81.8	86.8	63.6	92.5	79.3
May	91.2	83.5	91.2	92.7	100.2	73.1	92.7	79.8
June	93.1	93.1	92.7	92.1	102.9	77.0	93.5	83.3
July	88.8	97.9	81.9	87.5	97.6	80.3	103.5	89.3
August	87.1	93.9	80.9	85.5	91.6	76.4	94.2	92.0
September ...	85.5	91.8	79.7	83.2	101.3	90.1	95.5	83.5
October	100.7	107.2	91.1	101.0	115.3	105.9	119.0	91.5
November	90.5	95.6	79.7	90.9	98.8	96.9	109.4	89.5
December	183.0	205.2	153.2	186.9	194.6	163.8	200.1	204.8
Yearly Average	90.0	94.2	82.8	90.6	96.6	80.5	101.0	89.5
1937								
January	61.7	62.1	57.8	64.4	57.3	46.5	64.9	60.5
February	62.8	61.5	59.0	64.4	60.9	54.8	69.8	63.2
March	79.6	78.8	74.5	81.0	81.4	65.9	92.4	83.3
April	80.1	78.3	78.1	80.0	84.7	68.0	96.4	79.9
May	98.7	104.8	102.7	98.1	103.2	83.1	102.3	90.0
June	100.5	105.2	101.5	100.0	112.6	83.7	99.6	92.4
July	101.7	117.4	96.8	101.0	109.3	79.7	111.7	100.0
August	85.1	102.2	80.9	83.1	85.9	64.2	95.8	93.7
% Change, August, 1937 August, 1936	- 2.5	+ 3.3	un- changed	- 2.8	- 6.2	-16.0	+ 1.7	+ 1.8
% Change, Jan.-Aug. 1937 Jan.-Aug. 1936	+ 8.1	+12.6	+10.3	+ 7.6	+ 7.0	+ 7.2	+ 6.5	+ 9.6

INDEX NUMBERS OF RETAIL SALES (Average for 1930=100)

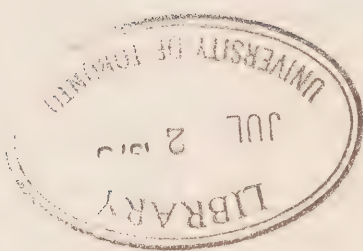




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CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 7

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IN

CANADA

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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RETAIL SALES IN CANADA, SEPTEMBER, 1937.
(Indexes of Value)

The value of retail sales in Canada advanced 7.7 per cent during September compared with September, 1936, according to the Dominion Bureau of Statistics unadjusted series of index numbers. The general index of retail sales was 81.0 for September, 1937, and 75.2 for September, 1936. The corresponding figure for August, 1937, was 68.8, making the increase for September, 17.7 per cent, a little better than seasonal.

After adjustment for differences in the number of business days and for normal seasonal variations, the general index at 81.0 was only fractionally lower than this year's high of 81.1, which was attained during the month of June. The September figure ranged just above that for December, 1936, 80.9, the high point for last year.

Improvement over September, 1936, was shown for twelve out of the thirteen types of retail outlets covered by this report. The best improvement was shown for hardware stores, sales of which exceeded those of September a year ago by 16.3 per cent. The value of men's clothing sold advanced 13.6 per cent. Furniture sales were up 13.5 per cent and boot and shoe sales advanced 13.2 per cent. Grocery and meat stores reported a 12.0 percentage increase in sales. Appreciable gains over last year were also reported by women's clothing stores, dyers and cleaners, drug stores and variety stores, with smaller gains shown for restaurants, departmental stores and candy stores. There was a 3.3 per cent decline in radio and music sales compared with last September. These percentage changes are based on unadjusted index numbers.

During the nine-month period, January to September, 1937, the value of retail sales in Canada was 8.3 per cent greater than during the corresponding period last year. Cumulative figures point out that the furniture trade experienced the best improvement over last year with sales of reporting firms 18.0 per cent in advance of those for the same period a year ago. Very substantial increases were also shown for hardware stores (14.8 per cent), music and radio stores (13.2 per cent), and men's clothing stores (10.8 per cent). Considerable advances were reported for the following: grocery and meat stores, 9.3 per cent; variety stores, 7.8 per cent; women's clothing stores, 7.6 per cent; departmental stores, 6.7 per cent; and drug stores, 6.2 per cent. Smaller increases were noted for the remaining types of retail outlets with the exception of candy stores, which reported a decline in sales of 2.2 per cent from the nine-month period a year ago.

This report is based upon sales of 314 firms including a representative number of department stores, chain store companies and a number of independent firms in those lines of business where chains are of minor importance.

Departmental Store Sales in Canada by Selected Departments,
September, 1937.

Sales totals of the 23 firms which reported figures by principal departments for September were 2.9 per cent in advance of September, 1936. Sales reported for all departments aggregated \$19,905,611 for September, 1937, as compared with \$19,335,716 for September, 1936. The main increase occurred in the household appliance and electrical supply department, where a gain of 15.5 per cent was shown. Moderate advances were noted for home furnishings, furniture, food, hardware and millinery. Smaller increases occurred in sales of footwear, drugs, stationery, books and magazines and hosiery and gloves. The largest decline, 6.4 per cent, was shown for radios, musical instruments and supplies with smaller decreases for women's dresses, coats and suits, lingerie and corsets, men's and boys' clothing, piece goods and small wares.

Index Numbers of Departmental Store Sales by Economic Divisions

September sales of Canadian departmental stores were 2.3 per cent greater than those reported for September, 1936, while sales for the nine-month period January to September were up 6.7 per cent over a year ago. Department stores located in Quebec showed the best improvement over last year for both September (13.8 per cent) and the year to date (11.7 per cent). A gain of 8.2 per cent as compared with September, 1936, and 10.1 per cent compared with the first nine months of 1936 was shown for the Maritime

Provinces. British Columbia stores reported a 6.8 per cent increase for September and a 7.8 per cent advance in the cumulative total while Ontario stores gained 6.3 per cent during the month under review contrasted with a 6.7 per cent for the January to September period. Departmental stores in the Prairie Provinces experienced a drop of 10.5 per cent in sales compared with last September but sales for the year to date exceeded those for the same period of 1936 by 2.2 per cent.

Index Numbers of Hardware Store Sales by Economic Divisions

Continued advancement in retail sales was reported by hardware stores in all sections of the Dominion. Gains during September, 1937, of 47.7 per cent for the Maritime Provinces, 30.0 per cent for Quebec, 15.5 per cent for British Columbia, 14.8 per cent for Ontario and 2.2 per cent for the Prairie Provinces combined to effect a 16.3 per cent increase for the Dominion as a whole over September, 1936.

Cumulative figures showed gains ranging from 8.7 per cent for the Prairie Provinces to 27.4 per cent for British Columbia. These figures compare with an increase of 14.8 per cent for Canada.

Index Numbers of Variety Store Sales by Economic Divisions

Variety store sales in Canada increased 5.0 per cent during September compared with a year ago. Correspondingly moderate increases were reported for each province with the exception of Saskatchewan, where a decline in sales occurred.

A 7.8 per cent advance was shown in the Canada total for the first nine months of 1937 compared with the same period of 1936. The cumulative figures indicate increases over 1936 for all provinces with the smallest increase, 3.4 per cent, shown for Saskatchewan and the largest, 12.3 per cent, shown for the Maritime Provinces.

These percentage changes for variety stores are calculated in such a way as to reflect changes in value of sales of a typical chain unit. They do not reflect changes in aggregate variety chain sales including the effects of expansion or reduction in number of stores operated.

Corresponding-Month Comparison of Retail Sales in Canada by Kinds of Business

	August, 1937			September, 1937			Jan.-Sept., 1937	
	+ or - p.c. compared with			+ or - p.c. compared with			+ or - p.c. compared with	
	Aug., 1930	Aug., 1936	July 1937	Sept., 1930	Sept., 1936	Aug., 1937	Jan. to Sept., 1930	Jan. to Sept., 1936
General Index	-23.7	+ 2.5	- 7.2	-16.8	+ 7.7	+17.7	-23.2	+ 8.3
Boots and Shoes	-35.4	- 2.6	-26.9	- 6.9	+13.2	+40.5	-23.6	+ 5.1
Candy	-52.7	-14.1	- 1.4	-36.9	+ 0.5	+10.6	-43.1	- 2.2
Men's Clothing	-33.1	+ 2.3	-22.0	- 8.0	+13.6	+55.6	-30.6	+10.8
Women's Clothing	-36.3	+ 1.0	-25.8	-29.2	+ 9.5	+20.5	-36.5	+ 7.6
Departmental	-20.9	+ 3.7	+ 3.3	-19.3	+ 2.3	+23.8	-24.1	+ 6.7
Drugs	-23.6	+ 7.4	- 2.0	-16.0	+ 6.9	- 0.3	-21.7	+ 6.2
Dyers and Cleaners	-21.9	- 2.0	- 7.9	-20.9	+ 8.3	+25.4	-21.4	+ 1.0
Furniture	- 1.0	+11.8	+18.8	+ 2.6	+13.5	+16.6	-11.5	+18.0
Groceries and Meats	-21.5	Unch'd	-14.9	-11.5	+12.0	+12.2	-18.0	+ 9.3
Hardware	-14.6	+ 9.5	- 6.3	- 3.9	+16.3	+15.1	-13.9	+14.8
Music and Radio	-51.3	+ 7.2	- 8.8	-46.0	- 3.3	+78.9	-43.9	+13.7
Restaurants	-46.0	+ 1.9	+ 3.0	-42.5	+ 4.3	- 1.2	-45.8	+ 4.1
Variety	-13.6	- 2.2	-16.2	- 3.1	+ 5.0	+ 5.4	- 5.8	+ 7.8

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (314 Firms)			Boots and Shoes (17 Chains)			Candy (7 Chains)			Men's Clothing (18 Chains)			Women's Clothing (13 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
September, 1930	109.7	116.5	114.2	111.3	118.3	122.0	107.4	113.2	121.7	119.7	127.3	138.4	96.3	102.3	113.7
September, 1930	97.3	100.2	98.2	89.4	92.7	95.6	87.8	90.1	96.8	83.4	86.2	93.6	88.0	90.8	100.9
September, 1931	83.9	86.1	84.4	80.6	83.9	86.5	74.9	76.4	82.2	63.8	65.3	71.0	65.0	66.5	73.9
September, 1932	69.6	70.6	69.2	68.1	70.0	72.2	59.8	60.6	65.1	55.4	56.1	61.0	53.2	53.7	59.7
September, 1933	69.9	68.7	67.3	68.2	66.1	68.1	57.6	55.4	59.6	56.0	53.9	58.6	54.7	52.6	58.4
September, 1934	69.7	71.2	69.8	71.5	71.5	73.7	54.2	54.0	58.0	56.1	56.1	61.0	57.7	57.6	64.0
September, 1935	69.6	74.0	72.5	68.7	73.0	75.3	52.6	55.4	59.6	59.5	63.3	68.8	52.1	55.3	61.5
September, 1936	75.2	77.1	75.6	73.5	76.6	78.9	55.1	56.2	60.4	67.5	69.1	75.2	56.9	58.2	64.6
September, 1937	81.0	82.7	81.0	83.2	85.9	88.6	55.4	56.3	60.5	76.7	78.3	85.1	62.3	63.4	70.5
1936															
September	75.2	77.1	75.6	73.5	76.6	78.9	55.1	56.2	60.4	67.5	69.1	75.2	56.9	58.2	64.6
October	87.5	81.1	75.8	83.0	75.9	78.2	60.6	56.8	59.8	104.6	95.6	77.1	67.5	61.6	64.2
November	77.6	80.2	75.6	83.9	86.3	79.9	46.9	49.5	57.5	93.1	96.5	77.2	59.1	61.2	65.8
December	107.8	107.6	80.9	110.6	111.5	79.1	114.7	113.5	61.0	109.9	110.7	86.5	130.4	131.2	70.9
1937(a)															
January	62.8	62.0	73.8	44.0	42.7	64.7	43.2	41.7	55.6	52.7	51.5	78.0	43.3	42.2	61.2
February	61.6	65.7	75.5	43.4	46.2	72.1	55.3	60.0	65.2	45.9	48.8	78.6	44.1	46.8	68.8
March	73.3	73.8	75.3	62.8	63.3	71.9	85.3	84.7	65.2	70.0	71.2	71.2	59.5	60.4	65.7
April	79.5	78.5	78.5	81.2	80.9	77.8	47.7	48.4	56.9	82.9	81.9	71.3	71.8	70.9	65.6
May	83.4	82.5	78.6	97.7	94.8	81.0	62.0	60.3	61.5	85.0	83.1	71.0	71.3	69.6	63.3
June	82.0	81.9	81.1	113.1	114.0	85.7	44.9	45.8	59.5	82.6	82.6	71.2	76.4	76.3	63.6
July	74.1	70.6	78.4	81.0	76.3	74.8	50.8	47.5	55.9	63.2	59.5	70.0	69.7	65.5	70.5
August	68.8	68.9	79.2	59.2	59.4	71.6	50.1	51.3	52.4	49.3	49.7	71.0	51.7	52.1	68.5
September	81.0	82.7	81.0	83.2	85.9	88.6	55.4	56.3	60.5	76.7	78.3	85.1	62.3	63.4	70.5

(a) Subject to final revision.

1. The first part of the document is a list of names and addresses, which are arranged in a columnar format. The names are written in a cursive script, and the addresses are written in a more formal, printed style. The list is organized into three main sections, each separated by a horizontal line. The first section contains names and addresses, the second section contains names and addresses, and the third section contains names and addresses. The list is organized into three main sections, each separated by a horizontal line. The first section contains names and addresses, the second section contains names and addresses, and the third section contains names and addresses.

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3. The third part of the document is a list of names and addresses, which are arranged in a columnar format. The names are written in a cursive script, and the addresses are written in a more formal, printed style. The list is organized into three main sections, each separated by a horizontal line. The first section contains names and addresses, the second section contains names and addresses, and the third section contains names and addresses. The list is organized into three main sections, each separated by a horizontal line. The first section contains names and addresses, the second section contains names and addresses, and the third section contains names and addresses.

4. The fourth part of the document is a list of names and addresses, which are arranged in a columnar format. The names are written in a cursive script, and the addresses are written in a more formal, printed style. The list is organized into three main sections, each separated by a horizontal line. The first section contains names and addresses, the second section contains names and addresses, and the third section contains names and addresses. The list is organized into three main sections, each separated by a horizontal line. The first section contains names and addresses, the second section contains names and addresses, and the third section contains names and addresses.

5. The fifth part of the document is a list of names and addresses, which are arranged in a columnar format. The names are written in a cursive script, and the addresses are written in a more formal, printed style. The list is organized into three main sections, each separated by a horizontal line. The first section contains names and addresses, the second section contains names and addresses, and the third section contains names and addresses. The list is organized into three main sections, each separated by a horizontal line. The first section contains names and addresses, the second section contains names and addresses, and the third section contains names and addresses.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Chains)			Dyers and Cleaners (8 Chains)			Furniture (26 Firms)			Groceries and Meats (34 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
September, 1929	107.5	114.5	110.1	101.2	105.4	107.6	121.0	129.1	106.7	131.4	140.0	126.1	104.5	111.1	111.1
September, 1930	99.9	102.6	98.7	93.4	95.3	97.2	119.1	121.9	100.8	101.4	104.1	93.8	94.8	98.3	98.3
September, 1931	82.4	84.6	81.3	86.5	87.7	89.5	93.1	95.3	78.8	85.3	87.5	78.2	88.4	91.0	91.0
September, 1932	68.6	69.9	67.2	74.3	75.1	76.6	77.9	79.7	65.9	64.3	65.9	55.4	75.7	76.4	76.4
September, 1933	71.3	71.8	69.0	69.3	68.3	69.7	81.1	82.9	68.5	68.8	68.9	57.4	73.8	69.9	69.9
September, 1934	72.2	75.7	72.8	69.8	70.4	71.9	79.6	84.8	70.1	76.2	79.1	65.9	69.7	68.6	68.6
September, 1935	71.6	76.3	73.4	69.8	72.6	74.1	83.2	88.6	73.2	80.7	85.9	71.6	69.6	73.9	73.9
September, 1936	78.8	80.9	77.8	73.4	74.2	75.8	87.0	88.9	73.4	91.6	93.9	78.3	74.9	77.0	77.0
September, 1937	80.6	82.5	79.3	78.5	79.4	81.1	94.2	96.2	79.5	104.0	106.7	88.9	83.9	85.5	85.5
1936															
September	78.8	80.9	77.8	73.4	74.2	75.8	87.0	88.9	73.4	91.6	93.9	78.3	74.9	77.0	77.0
October	94.7	88.7	77.2	80.7	77.0	77.8	84.4	79.9	72.0	104.2	97.4	87.0	83.4	75.4	75.4
November	85.0	87.3	76.6	73.5	76.5	76.5	56.9	58.2	64.6	84.6	86.8	85.9	73.4	76.3	77.1
December	126.8	125.7	82.7	93.6	91.6	80.4	69.7	68.5	88.9	100.4	99.4	89.5	88.4	89.7	83.9
1937(a)															
January	57.2	57.8	72.3	78.3	76.2	79.4	48.5	49.6	69.8	58.5	58.6	88.8	79.8	77.0	79.3
February	58.6	62.4	74.3	75.6	82.0	81.1	49.4	52.6	75.1	68.2	72.5	87.4	74.4	78.9	80.6
March	70.8	70.5	72.7	81.1	80.0	79.2	70.5	69.2	69.2	78.1	77.3	88.9	82.5	84.7	84.7
April	77.6	76.3	80.3	77.1	77.7	78.5	96.7	95.0	73.1	99.3	98.3	84.0	84.5	83.4	81.0
May	79.9	80.8	79.2	76.5	75.2	78.3	105.6	107.9	86.3	111.2	111.3	88.4	87.1	84.0	79.2
June	80.5	79.8	82.3	77.6	78.5	77.8	109.4	107.5	96.9	93.3	92.3	93.3	83.4	83.9	83.9
July	63.0	61.3	76.6	80.3	76.7	79.0	81.5	80.1	81.7	75.1	72.7	93.2	87.9	81.7	83.4
August	(b)65.1	64.5	80.7	78.7	79.1	80.7	75.1	73.8	76.9	89.2	88.3	88.3	74.3	75.9	82.5
September	80.6	82.5	79.3	78.5	79.4	81.1	94.2	96.2	79.5	104.0	106.7	88.9	83.9	85.5	85.5

(a) Subject to final revision.

(b) Altered to allow for revision in data previously submitted to the Bureau.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (96 Firms)			Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
September, 1929	139.8	149.2	132.0	163.2	174.2	137.1	114.7	117.8	112.2	108.3	115.2	118.8
September, 1930	108.1	110.8	98.0	113.4	116.2	91.5	100.4	101.7	96.9	92.8	96.0	99.0
September, 1931	91.8	94.1	83.3	84.2	86.3	66.4	86.1	87.3	83.1	87.6	90.5	93.3
September, 1932	69.3	71.0	62.3	56.7	58.2	43.4	64.2	64.8	61.7	75.0	76.9	79.3
September, 1933	68.4	70.1	60.4	43.8	45.0	33.1	56.5	56.6	53.9	79.2	76.7	79.0
September, 1934	76.4	81.6	69.1	52.8	56.5	41.2	52.6	53.5	50.9	79.9	79.7	82.2
September, 1935	80.5	86.0	72.2	52.3	55.9	40.8	53.0	54.5	51.9	77.9	83.0	85.5
September, 1936	89.3	91.1	76.0	63.3	64.9	47.4	55.3	56.1	53.4	85.5	88.4	91.1
September, 1937	103.9	106.1	88.4	61.2	62.9	45.9	57.7	58.5	55.7	89.8	92.5	95.4
1936												
September	89.3	91.1	76.0	63.3	64.9	47.4	55.3	56.1	53.4	85.5	88.4	91.1
October	94.6	89.4	77.8	69.8	66.3	50.3	54.6	52.9	52.9	100.7	92.2	87.8
November	79.2	80.9	80.9	60.9	62.6	44.4	52.9	54.3	56.6	90.5	93.7	92.7
December	86.4	84.8	75.7	77.8	76.8	48.6	59.9	58.8	57.6	183.0	184.1	99.5
1937(a)												
January	44.4	45.3	82.4	46.2	47.4	57.1	52.9	51.9	55.8	61.7	59.9	89.4
February	42.2	44.9	80.2	47.1	50.4	57.9	50.7	55.1	57.3	62.8	66.9	90.3
March	61.4	60.3	86.2	46.7	46.1	56.2	57.1	56.1	57.8	79.6	80.4	96.9
April	92.1	90.4	87.0	50.9	50.3	62.1	56.2	56.7	56.2	80.1	79.9	89.8
May	113.5	115.8	85.2	54.0	55.5	63.8	54.2	53.4	53.4	98.7	95.9	92.2
June	106.0	104.1	87.5	44.4	43.8	61.7	53.4	54.2	53.6	100.5	101.1	98.2
July	96.4	94.6	86.0	37.5	37.0	56.9	56.7	55.0	53.4	101.7	95.9	95.9
August	90.3	88.7	86.1	34.2	33.8	44.4	58.4	58.1	54.8	85.2	85.7	93.1
September	103.9	106.1	88.4	61.2	62.9	45.9	57.7	58.5	55.7	89.8	92.5	95.4

(a) Subject to final revision.

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DEPARTMENTAL STORE SALES IN CANADA BY SELECTED DEPARTMENTS (x)

	September 1936 \$	September 1937 \$	% Change, 1937/1936
TOTAL SALES, ALL DEPARTMENTS	19,335,716	19,905,611	+ 2.9
1. Women's dresses, coats and suits	1,811,768	1,797,707	- 0.8
2. Girls' and infants' wear	744,706	750,688	+ 0.8
3. Hosiery and gloves	848,769	868,868	+ 2.4
4. Lingerie and corsets	764,708	752,679	- 1.6
5. Millinery	396,088	412,447	+ 4.1
6. Women's and children's apparel - (Total 1 - 5)	4,566,039	4,582,389	+ 0.4
7. Men's and boys' clothing and furnishings	2,422,366	2,378,699	- 1.8
8. Drugs and toilet articles and prepara- tions	523,800	537,309	+ 2.6
9. Piece goods	1,639,151	1,626,640	- 0.8
10. Small wares	657,562	644,021	- 2.1
11. Food and kindred products	1,575,813	1,676,134	+ 6.4
12. Furniture	1,099,154	1,175,510	+ 6.9
13. Home furnishings	1,361,501	1,482,048	+ 8.9
14. Household appliances and electrical supplies	569,533	657,799	+ 15.5
15. Hardware and kitchen utensils	568,760	594,788	+ 4.6
16. Radios, musical instruments and supplies	433,780	405,840	- 6.4
17. Shoes and other footwear	1,511,318	1,557,019	+ 3.0
18. Stationery, books and magazines	365,322	374,835	+ 2.6
19. All other departments, total	2,031,617	2,212,580	+ 8.9

(x) Based on sales of 23 firms.

NAME		ADDRESS		CITY		STATE	
1	ALAN T. BROWN	1234 E. 5th St.	Chicago	Ill.	60605		
2	JOHN D. SMITH	5678 N. Lincoln Ave.	Chicago	Ill.	60630		
3	MARY K. JONES	9012 W. Madison St.	Chicago	Ill.	60640		
4	ROBERT L. GARCIA	3456 S. Dearborn St.	Chicago	Ill.	60653		
5	SARAH E. WILSON	7890 N. Broadway	Chicago	Ill.	60640		
6	DAVID M. ROSS	2345 E. 12th St.	Chicago	Ill.	60605		
7	LUCAS A. HERNANDEZ	6789 W. Belmont St.	Chicago	Ill.	60631		
8	ANGELA P. LEE	1011 N. Halsted St.	Chicago	Ill.	60642		
9	CHRISTOPHER J. BAKER	4567 S. Michigan Ave.	Chicago	Ill.	60605		
10	AMANDA R. WHITE	8901 E. 7th St.	Chicago	Ill.	60619		
11	ANTHONY D. MARTIN	1234 N. LaSalle St.	Chicago	Ill.	60610		
12	STEPHANIE L. KING	5678 W. Roosevelt Rd.	Chicago	Ill.	60644		
13	KEVIN M. WATSON	9012 E. 9th St.	Chicago	Ill.	60617		
14	OLIVIA S. GIBSON	3456 N. State St.	Chicago	Ill.	60614		
15	NOAH T. HARRIS	7890 S. Halsted St.	Chicago	Ill.	60654		
16	ISABEL M. FLORES	2345 E. 11th St.	Chicago	Ill.	60605		
17	LEONARD J. COOPER	6789 W. Belmont St.	Chicago	Ill.	60631		
18	EMILY R. PEREZ	1011 N. Halsted St.	Chicago	Ill.	60642		
19	JUSTIN A. MILLER	4567 S. Michigan Ave.	Chicago	Ill.	60605		
20	ADAM D. SCOTT	8901 E. 7th St.	Chicago	Ill.	60619		
21	CHLOE E. BROWN	1234 N. LaSalle St.	Chicago	Ill.	60610		
22	ISAAC M. JONES	5678 W. Roosevelt Rd.	Chicago	Ill.	60644		
23	SOPIA K. GARCIA	9012 E. 9th St.	Chicago	Ill.	60617		
24	LUKE S. WILSON	3456 N. State St.	Chicago	Ill.	60614		
25	VALERIA L. ROSS	7890 S. Halsted St.	Chicago	Ill.	60654		
26	ADAM J. HARRIS	2345 E. 11th St.	Chicago	Ill.	60605		
27	ANNA M. FLORES	6789 W. Belmont St.	Chicago	Ill.	60631		
28	JOHN D. COOPER	1011 N. Halsted St.	Chicago	Ill.	60642		
29	EMILY R. PEREZ	4567 S. Michigan Ave.	Chicago	Ill.	60605		
30	JUSTIN A. MILLER	8901 E. 7th St.	Chicago	Ill.	60619		

Monthly Index Numbers of Department Store Sales in Canada, by Economic Divisions
(Average for 1930 = 100)

	CANADA		Maritime Provinces		Quebec		Ontario		Prairie Provinces		British Columbia	
	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations
1935 - September	71.6	73.4	66.4	73.1	67.0	66.9	71.9	73.7	73.7	69.5	80.6	80.1
October	87.6	72.7	84.0	74.2	73.1	66.1	80.9	71.9	107.1	75.1	95.1	81.1
November	88.5	75.4	86.5	76.4	74.7	69.4	87.0	74.7	102.2	83.3	91.1	86.4
December	116.5	78.7	123.0	73.3	108.4	67.5	121.9	72.3	114.1	74.5	123.5	80.4
Yearly Average	72.1	-	72.6	-	66.2	-	72.0	-	75.0	-	79.8	-
1936 - January	53.6	65.9	53.9	71.3	50.0	63.5	53.8	70.0	54.9	74.1	60.4	81.1
February	57.8	69.5	55.9	75.5	53.8	68.8	58.2	73.8	58.8	76.1	66.1	83.7
March	62.5	72.0	59.8	73.4	61.4	66.2	62.8	70.9	62.2	73.3	71.4	78.4
April	72.1	69.8	69.2	72.8	69.4	65.7	72.0	71.5	73.0	75.8	81.8	82.7
May	74.7	73.8	76.9	72.1	73.2	68.3	75.2	74.8	74.0	77.4	82.9	84.7
June	73.4	75.0	80.3	73.4	72.8	68.1	74.7	72.6	69.9	76.1	80.7	83.2
July	57.7	71.0	66.4	75.8	49.1	69.1	56.4	75.7	57.2	76.6	75.0	86.1
August	62.8	76.6	64.1	75.2	58.2	72.0	61.3	74.9	62.4	77.3	81.6	83.7
September	78.8	77.8	70.6	77.8	73.0	72.9	74.3	76.1	89.8	84.6	87.7	87.2
October	94.7	77.2	87.8	77.6	82.8	74.9	88.4	78.6	113.6	79.6	102.3	87.2
November	85.0	76.6	86.1	76.1	78.2	72.7	89.2	76.6	88.4	72.0	87.5	82.9
December	126.8	82.7	133.1	79.3	120.4	75.0	133.0	78.9	124.3	81.1	137.0	89.2
Yearly Average	75.0	-	75.3	-	70.2	-	74.9	-	77.4	-	84.5	-
1937 - January	57.2	72.3	58.2	77.0	56.4	71.7	57.7	75.0	56.6	76.4	62.9	84.4
February	58.6	74.3	55.3	74.7	55.6	71.1	59.4	75.3	58.7	76.2	66.7	84.4
March	70.8	72.7	65.8	80.7	70.0	75.5	70.0	79.0	70.7	83.4	84.0	92.2
April	77.6	80.0	75.2	79.0	77.6	73.5	78.0	77.5	76.8	79.7	85.8	86.8
May	73.9	79.2	89.6	84.0	83.3	77.7	78.7	78.3	77.0	80.5	87.5	89.4
June	80.5	82.3	90.4	82.6	82.9	77.6	82.7	80.3	73.4	79.9	88.5	91.2
July	63.0	76.6	75.8	86.6	56.7	79.7	60.4	81.0	60.2	80.6	82.8	95.1
August	65.1	80.7	70.7	83.0	61.2	75.8	62.0	75.8	61.6	76.4	89.3	91.6
September	80.6	79.3	76.4	84.2	83.1	83.1	79.0	80.9	80.4	75.8	93.7	93.1
% Change, September 1937 1936	+2.3	-	+8.2	-	+13.8	-	+6.3	-	-10.5	-	+6.8	-
% Change, Jan.-Sept. 1937 1936	+6.7	-	+10.1	-	+11.7	-	+6.7	-	+2.2	-	+7.8	-

Index Numbers of Hardware Store Sales in Canada by Economic Divisions

(Base - Average for 1930 = 100)

(Unadjusted for Seasonal Variations)

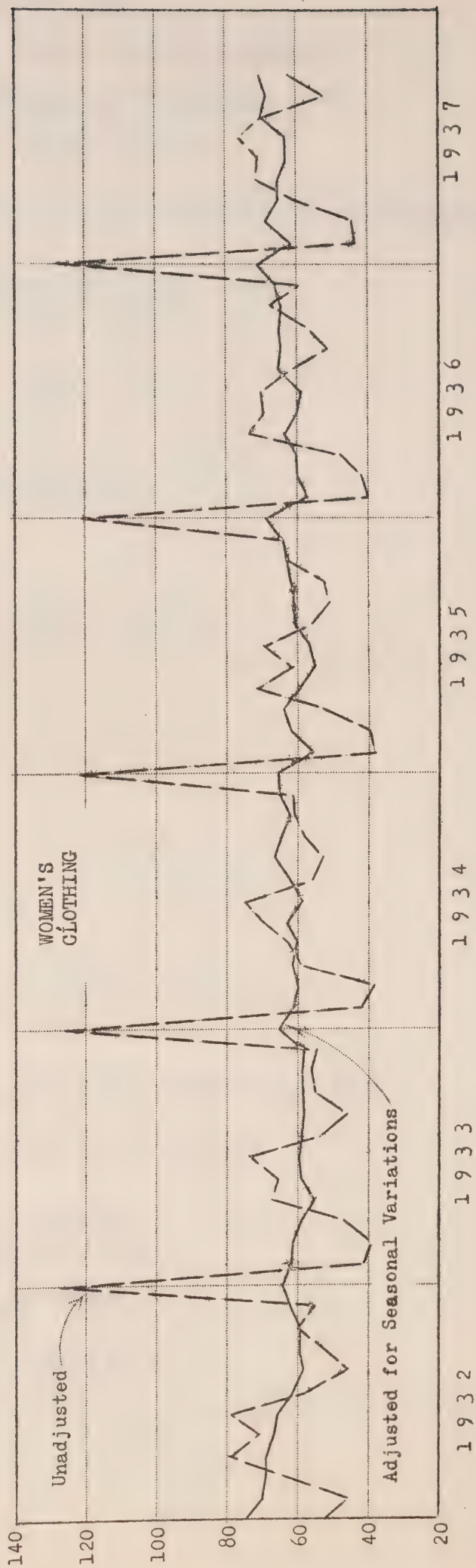
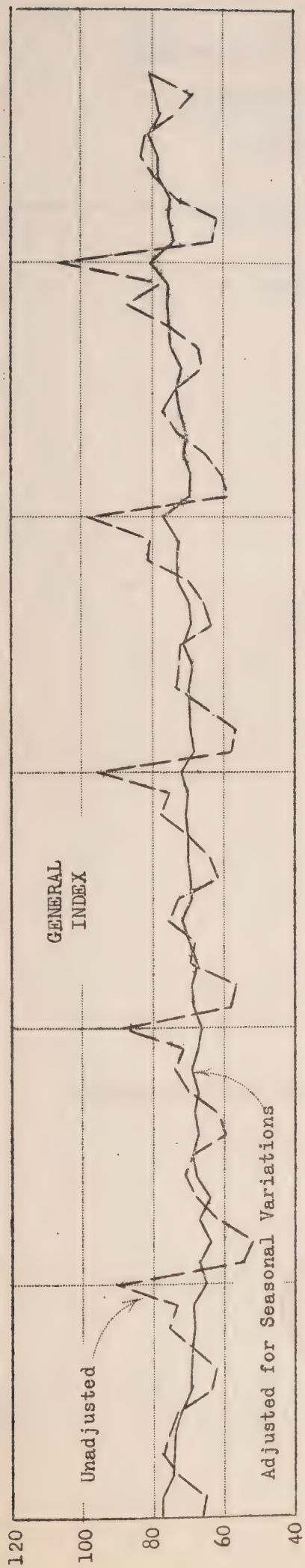
Year and Month	CANADA (96 Firms)	Maritime Provinces (11 Firms)	Quebec (18 Firms)	Ontario (21 Firms)	Prairie Provinces (33 Firms)	British Columbia (13 Firms)
<u>1935</u>						
January	39.1	38.0	31.1	44.8	36.2	49.2
February	37.3	35.1	31.6	39.4	36.0	51.5
March	49.4	40.7	43.3	55.0	44.4	75.8
April	73.7	75.5	74.7	77.2	65.5	79.4
May	93.0	94.9	101.2	101.8	75.8	88.8
June	82.6	83.4	71.3	95.9	73.5	83.5
July	78.1	88.0	71.7	87.6	68.4	74.2
August	78.2	81.2	73.1	77.8	76.7	85.4
September	80.5	80.9	72.8	77.9	82.7	91.3
October	86.3	91.4	66.2	83.5	94.5	103.2
November	72.4	79.6	56.6	71.8	75.4	95.5
December	79.6	84.9	56.3	81.2	83.3	115.9
Yearly Average	70.9	72.8	62.5	74.5	67.7	82.8
<u>1936</u>						
January	39.0	41.9	29.4	42.0	37.7	55.6
February	38.3	32.8	33.9	38.9	38.1	49.5
March	52.9	50.7	47.7	52.6	50.4	75.6
April	76.4	82.6	66.1	80.6	70.5	96.4
May	100.4	93.0	90.0	116.8	86.8	106.5
June	91.7	96.8	72.6	111.6	80.0	96.7
July	83.2	89.4	65.0	100.8	72.4	93.1
August	82.5	84.9	70.8	88.8	78.0	92.6
September	89.3	79.7	71.7	93.0	92.3	112.4
October	94.6	88.4	66.4	104.2	99.3	117.9
November	79.2	86.9	59.1	84.1	78.9	107.9
December	86.4	90.8	55.2	94.3	92.2	116.7
Yearly Average	76.2	76.5	60.7	84.0	73.1	93.4
<u>1937</u>						
January	44.4	47.4	34.6	51.6	38.8	62.2
February	42.2	45.1	38.8	43.1	39.0	52.2
March	61.4	59.8	54.7	63.4	55.3	98.4
April	92.1	94.3	83.6	88.4	89.3	133.6
May	113.5	109.5	108.0	122.4	96.9	146.0
June	106.0	108.8	89.3	124.8	89.6	129.3
July	96.4	118.4	85.0	108.0	77.0	126.0
August	90.3	95.4	86.3	93.6	78.9	113.8
September	103.9	117.7	93.2	106.8	94.3	129.8
% Change, September 1937 September 1936	+16.3	+47.7	+30.0	+14.8	+ 2.2	+15.5
% Change, Jan.-Sept. 1937 Jan.-Sept. 1936	+14.8	+22.2	+23.1	+10.6	+ 8.7	+27.4

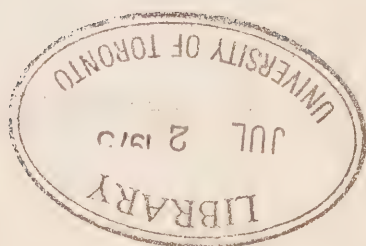
Index Numbers of Variety Store Sales in Canada by Economic Divisions

(Base - Average for 1930 = 100)
(Unadjusted for Seasonal Variations)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>1935</u>								
January	53.2	51.8	49.3	56.2	52.0	39.0	58.3	49.5
February	57.7	54.7	53.5	59.1	59.9	47.9	71.7	58.6
March	67.5	66.4	62.2	71.6	64.0	48.3	77.0	62.4
April	77.9	75.9	72.8	80.8	84.1	59.9	85.5	72.8
May	79.5	78.8	79.8	80.8	85.0	59.3	83.2	70.7
June	88.6	92.4	91.2	89.5	97.4	69.0	85.8	73.9
July	82.8	91.6	78.5	81.1	93.3	77.3	87.5	76.6
August	83.7	92.6	79.6	83.8	83.7	70.7	94.2	81.7
September	77.9	81.6	75.0	77.9	82.5	70.0	87.6	73.3
October	90.4	93.1	83.5	90.4	100.9	103.1	106.3	77.5
November	91.3	93.6	81.8	94.9	97.6	79.8	108.3	84.3
December	164.0	179.9	137.6	168.8	171.1	142.4	194.0	171.9
Yearly Average	84.5	87.7	78.7	86.2	89.3	72.2	95.0	79.4
<u>1936</u>								
January	53.4	50.4	48.1	55.7	50.1	40.8	65.5	55.1
February	60.8	58.7	58.3	62.5	55.4	47.3	68.3	61.5
March	65.1	60.8	59.9	67.4	65.1	50.9	77.8	64.4
April	80.4	77.6	76.3	81.8	86.8	63.6	92.5	79.3
May	91.2	88.5	91.2	92.7	100.2	73.1	92.7	79.8
June	93.1	98.1	93.7	92.1	102.9	77.0	93.5	83.3
July	88.8	97.9	81.9	87.5	97.6	80.3	103.5	89.3
August	87.1	98.9	80.9	85.5	91.6	76.4	94.2	92.0
September	85.5	91.8	79.7	83.2	101.3	90.1	95.5	83.5
October	100.7	107.2	91.1	101.0	115.3	105.9	119.0	91.5
November	90.5	95.6	79.7	90.9	98.8	96.9	109.4	89.5
December	183.0	205.2	153.2	186.9	194.6	163.8	200.1	204.8
Yearly Average	90.0	94.2	82.8	90.6	96.6	80.5	101.0	89.5
<u>1937</u>								
January	61.7	62.1	57.8	64.4	57.3	46.5	64.9	60.5
February	62.8	61.5	59.0	64.4	60.9	54.8	69.8	63.2
March	79.6	78.8	74.5	81.0	81.4	65.9	92.4	83.3
April	80.1	78.3	78.1	80.0	84.7	68.0	96.4	79.9
May	98.7	104.8	102.7	98.1	103.2	83.1	102.3	90.0
June	100.5	105.2	101.5	100.0	112.6	83.7	99.6	92.4
July	101.7	117.4	96.8	101.0	109.3	79.7	111.7	100.0
August	85.2	102.3	80.9	83.0	85.9	64.2	95.8	93.7
September	89.8	100.9	86.5	87.7	107.0	72.4	100.4	91.4
% Change, September 1937 September 1936	+5.0	+9.9	+8.5	+5.4	+5.6	-19.6	+5.1	+9.5
% Change, Jan.-Sept. 1937 Jan.-Sept. 1936	+7.8	+12.3	+10.1	+7.2	+6.8	+3.1	+6.4	+9.6

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)





CANADA
DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH

Vol. 8

No. 9

RETAIL SALES
IN
CANADA

OCTOBER 1937

Published by Authority of the Hon. W.D. Euler, M.P.,
Minister of Trade and Commerce.

OTTAWA

1937

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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RETAIL SALES IN CANADA, OCTOBER, 1937
(Indexes of Value)

The value of Canadian retail sales for October, 1937, exceeded that for October, 1936, by 3.5 per cent according to the unadjusted series of index numbers compiled by the Dominion Bureau of Statistics on the basis of the average for 1930 as 100. The general index at 90.6 was the highest for any October since 1931, when 91.8 was shown. October indexes for intervening years are 75.8 for 1932, 73.7 for 1933, 77.7 for 1934, 80.9 for 1935 and 87.5 for 1936. Sales in October this year were 23 per cent above the amount recorded for the corresponding month in 1933.

After adjustment for differences in the number of business days and for normal seasonal variations the general index number was 80.9 for October compared with 81.5 for September and 75.8 for October a year ago.

Advances in sales reported by nine and declines shown for four types of retail outlets covered by this report combined to effect an increase of 3.5 per cent in retail trade as a whole. The outstanding gain was shown by grocery and meat stores which reported expansion of 9.2 per cent in sales compared with a year ago. Women's clothing store sales advanced 8.1 per cent and sales of men's clothing stores increased 6.7 per cent. Smaller gains were shown for drug stores (5.2 per cent), boot and shoe stores (5.1 per cent), restaurants (4.4 per cent), variety stores (1.8 per cent), hardware stores (0.7 per cent) and furniture stores (0.1 per cent). Sales of candy stores, departmental stores, dyeing and cleaning establishments and music and radio stores declined as compared with October last year.

For the ten-month period, January to October, retail sales as a whole increased 7.8 per cent compared with a year ago and gains are shown for twelve out of thirteen kinds of business covered. Furniture and hardware stores led with improvements over last year of 15.6 per cent and 12.9 per cent respectively. Music and radio store sales increased 10.5 per cent and men's clothing stores showed an advance of 10.2 per cent for the year to date. Grocery and meat store sales were up 9.5 per cent; women's clothing, 7.4 per cent; variety, 7.0 per cent; drugs, 6.1 per cent; departmental, 5.9 per cent; boots and shoes, 5.0 per cent; restaurants, 4.1 per cent, and dyeing and cleaning receipts, 0.1 per cent. Candy sales declined 2.4 per cent for the ten-month period.

This report is based upon sales of 314 firms including a representative number of department stores, chain store companies and a number of independent firms in those lines of business where chains are of minor importance.

Department Store Sales in Canada by Selected Departments

Sales totals of the 21 firms which reported figures by principal departments for October increased 0.1 per cent compared with a year ago. The stationery, book and magazine departments indicated an advance of 9.7 per cent; home furnishings exceeded last October by 9.1 per cent, while a gain of 7.8 per cent was shown for sales of household appliances and electrical supplies. Millinery sales were 5.0 per cent higher. Smaller increases were shown for women's dresses, coats and suits, girls' and infants' wear, hosiery and gloves, food and furniture. Compared with October, 1936, declines were registered by the following departments: lingerie and corsets, men's and boys' clothing, drugs, piece goods, smallwares, hardware and kitchen utensils, radios, musical instruments and supplies, shoes and other footwear, and for the combined sales of all other departments.

Index Numbers of Department Store Sales by Economic Divisions

The index of sales of Canadian department stores for October declined 0.2 per cent compared with October last year, contrasted with a gain of 5.9 per cent for the period January to October. Department store sales in the Maritime Provinces increased 5.1 per cent during October and 9.5 per cent for the year to date. Ontario sales advanced

5.0 per cent during the month under review and 6.5 per cent during the ten-month period. Quebec stores reported a 4.0 percentage increase in sales for October and a 10.8 per cent gain in the cumulative total. British Columbia stores showed 0.8 per cent improvement for October and 6.9 per cent for the year to date. Sales of stores located in the Prairie Provinces declined 12.1 per cent during October and remained unchanged when compared with the January to October period a year ago.

Index Numbers of Grocery and Meat Store Sales by Provinces

This issue presents for the first time a new series of index numbers of grocery and meat store sales by provinces. A separate series of indexes is available for each of the Prairie Provinces but figures for the Maritime Provinces are withheld to avoid disclosing individual operations.

Compared with a gain of 9.2 per cent for Canada, grocery and meat store sales in Alberta were up 23.8 per cent over last October. British Columbia stores reported a 14.7 per cent gain and Ontario stores an improvement of 8.2 per cent. Sales for the provinces of Saskatchewan and Manitoba advanced 5.8 per cent and 3.6 per cent respectively.

Cumulative indexes point out that the best improvement for the year to date is shown for British Columbia, where sales exceeded last year's by 17.3 per cent. Alberta sales were up 17.1 per cent; Saskatchewan, 10.7 per cent; Manitoba and Ontario, both 8.1 per cent, and Quebec, 4.3 per cent. The ten-month total for Canada was 9.5 per cent in excess of last year.

Index Numbers of Hardware Store Sales by Economic Divisions

Decreases of 7.7 per cent for Ontario and 8.2 per cent for the Prairie Provinces did not entirely offset gains of 30.7 per cent for the Maritime Provinces, 17.9 per cent for Quebec and 11.3 per cent for British Columbia compared with last October, with the result that the index of hardware store sales for Canada held just above last year's level. The percentage gain was 0.7.

Cumulative totals indicate advances in sales of 24.4 per cent for British Columbia, 22.8 per cent for the Maritime Provinces and 22.3 per cent for Quebec with lesser gains for Ontario and the Prairie Provinces. Sales for Canada during the January to October period of 1937 were 12.9 per cent in advance of 1936.

Index Numbers of Variety Store Sales by Economic Divisions

Variety store sales for Canada during October were 1.8 per cent in advance of last year while sales for the January to October period were up 7.0 per cent. The October indexes showed gains ranging from 0.8 per cent for Alberta to 5.2 per cent for both Quebec and the Maritime Provinces. Cumulative totals reflected gains ranging from a low of 5.6 per cent for Alberta to a high of 11.4 per cent for the Maritime Provinces, compared with 7.0 for the Dominion. Saskatchewan sales declined 21.2 per cent compared with last October and 0.5 per cent compared with the period January to October, 1936.

These percentages are intended to indicate the trend in sales of a continuing group of stores. They do not reflect the increase in trade due to an expansion in the number of stores in operation.

Corresponding-Month Comparison of Retail Sales in Canada by Kinds of Business

Kind of Business	September, 1937			October, 1937			Jan.-Oct., 1937	
	+ or - p.c.			+ or - p.c.			+ or - p.c.	
	compared with			compared with			compared with	
	Sept., 1930	Sept., 1936	Aug., 1937	Oct., 1930	Oct., 1936	Sept., 1937	Jan.-Oct., 1930	Jan.-Oct., 1936
General Index	-16.3	+ 8.2	+18.0	-16.0	+ 3.5	+11.3	-22.3	+ 7.8
Boots and Shoes	- 7.4	+12.7	+39.9	-10.8	+ 5.1	+ 5.3	-22.4	+ 5.0
Candy	-37.1	+ 0.2	+10.2	-32.9	- 4.0	+ 5.4	-42.2	- 2.4
Men's Clothing	- 8.0	+13.6	+55.6	- 4.1	+ 6.7	+45.5	-27.5	+10.2
Women's Clothing	-30.5	+ 7.6	+18.4	-24.5	+ 8.1	+19.3	-35.4	+ 7.4
Departmental	-18.5	+ 3.3	+24.8	-19.3	- 0.2	+16.1	-23.4	+ 5.9
Drugs	-16.1	+ 6.8	- 0.3	-13.5	+ 5.3	+ 8.4	-21.0	+ 6.1
Dyers and Cleaners	-20.9	+ 8.3	+25.4	-31.7	- 7.1	-16.8	-22.6	+ 0.1
Furniture	+ 2.6	+13.5	+16.6	- 1.9	+ 0.1	+ 0.3	-10.4	+15.6
Groceries and Meats ...	-10.4	+13.4	+12.7	- 7.4	+ 9.2	+ 7.3	-16.9	+ 9.5
Hardware	- 5.0	+15.0	+13.5	-20.4	+ 0.7	- 7.2	-14.8	+12.9
Music and Radio	-46.1	- 3.5	+79.2	-52.8	- 6.3	+ 7.0	-45.3	+10.5
Restaurants	-42.5	+ 4.3	- 1.2	-42.7	+ 4.4	- 1.2	-45.5	+ 4.1
Variety	- 3.2	+ 5.0	+ 5.4	- 2.8	+ 1.8	+14.1	- 5.5	+ 7.0

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (314 Firms)			Boots and Shoes (17 Chains)			Candy (7 Chains)			Men's Clothing (18 Chains)			Women's Clothing (13 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
October, 1929	126.7	122.3	114.3	121.4	118.6	122.3	109.8	108.7	114.4	194.3	188.6	152.1	112.2	108.8	113.3
October, 1930	107.8	103.3	96.6	97.8	94.8	97.7	86.8	85.3	89.8	116.4	111.6	90.0	96.7	92.6	96.5
October, 1931	91.8	85.1	79.6	90.0	82.2	84.8	86.2	80.7	85.0	81.9	74.9	60.4	81.0	73.9	77.0
October, 1932	75.8	73.1	68.4	74.2	69.8	72.0	61.5	59.7	62.8	71.3	68.2	55.0	60.0	57.2	59.6
October, 1933	73.7	73.7	68.9	67.5	67.7	69.8	57.2	58.6	61.7	75.0	75.7	61.0	56.1	56.4	58.8
October, 1934	77.7	75.5	70.5	68.1	66.6	68.6	56.4	56.0	58.9	85.2	83.2	67.1	60.5	59.1	61.5
October, 1935	80.9	78.1	73.0	70.7	69.1	71.2	57.4	56.8	59.8	88.0	85.4	68.9	62.1	60.1	62.6
October, 1936	87.5	81.1	75.8	83.0	75.9	78.2	60.6	56.8	59.8	104.6	95.6	77.1	67.5	61.6	64.2
October, 1937	90.6	86.6	80.9	87.2	82.1	84.6	58.2	56.2	59.2	111.6	105.1	84.8	73.0	68.6	71.4
1936															
October	87.5	81.1	75.8	83.0	75.9	78.2	60.6	56.8	59.8	104.6	95.6	77.1	67.5	61.6	64.2
November	77.6	80.2	75.6	83.9	86.3	79.9	46.9	49.5	57.5	93.1	96.5	77.2	59.1	61.2	65.8
December	107.8	107.6	80.9	110.6	111.5	79.1	114.7	113.5	61.0	109.9	110.7	86.5	130.4	131.2	70.9
1937(a)															
January	62.8	62.0	73.8	44.0	42.7	64.7	43.2	41.7	55.6	52.7	51.5	78.0	43.3	42.2	61.2
February	61.6	65.7	75.5	43.4	46.2	72.1	55.3	60.0	65.2	45.9	48.8	78.6	44.1	46.8	68.8
March	73.3	73.8	75.3	62.8	63.3	71.9	85.3	84.7	65.2	70.0	71.2	71.2	59.5	60.4	65.7
April	79.5	78.5	78.5	81.2	80.9	77.8	47.7	48.4	56.9	82.9	81.9	71.3	71.8	70.9	65.6
May	83.4	82.5	78.6	97.7	94.8	81.0	62.0	60.3	61.5	85.0	83.1	71.0	71.3	69.6	63.3
June	82.0	81.9	81.1	113.1	114.0	85.7	44.9	45.8	59.5	82.6	82.6	71.2	76.4	76.3	63.6
July	74.1	70.6	78.4	81.0	76.3	74.8	50.8	47.5	55.9	63.2	59.5	70.0	69.7	65.5	70.5
August	69.0	69.0	79.4	59.2	59.4	71.6	50.1	51.3	52.4	49.3	49.7	71.0	51.7	52.1	68.5
September	81.4	83.1	81.5	82.8	85.5	88.2	55.2	56.1	60.3	76.7	78.2	85.1	61.2	62.3	69.2
October	90.6	86.6	80.9	87.2	82.1	84.6	58.2	56.2	59.2	111.6	105.1	84.8	73.0	68.6	71.4

(a) Subject to final revision.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Chains)			Dyers and Cleaners (8 Chains)			Furniture (26 Firms)			Groceries and Meats (34 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
October, 1929	128.6	122.7	106.7	106.5	104.5	105.6	124.9	118.5	106.7	148.3	141.9	122.4	114.6	112.0	112.0
October, 1930	117.1	111.3	96.8	98.3	96.0	97.0	114.8	108.9	98.1	106.3	101.7	87.7	98.4	94.7	94.7
October, 1931	94.4	88.4	76.9	89.9	86.0	86.8	88.6	84.0	75.7	101.8	95.2	82.1	91.2	82.5	82.5
October, 1932	81.2	79.2	68.9	77.6	76.3	77.1	73.3	72.2	65.0	65.5	63.3	54.6	76.6	72.7	72.7
October, 1933	81.2	80.5	70.0	68.1	68.5	69.2	78.5	77.2	69.6	63.1	62.4	55.7	71.6	72.8	72.8
October, 1934	83.9	80.4	69.9	71.8	70.8	71.5	85.0	80.4	72.5	77.3	74.0	66.1	75.3	74.4	74.4
October, 1935	87.6	83.6	72.7	74.4	72.9	73.6	88.1	83.4	75.1	89.2	85.4	76.2	77.3	75.4	75.4
October, 1936	94.7	88.7	77.2	80.7	77.0	77.8	84.4	79.9	72.0	104.2	97.4	87.0	83.4	75.4	75.4
October, 1937	94.5	91.8	79.9	85.0	82.7	83.6	78.4	77.0	69.3	104.3	101.0	90.2	91.1	84.7	84.7
1936															
October	94.7	88.7	77.2	80.7	77.0	77.8	84.4	79.9	72.0	104.2	97.4	87.0	83.4	75.4	75.4
November	85.0	87.3	76.6	73.5	76.5	76.5	56.9	58.2	64.6	84.6	86.8	85.9	73.4	76.3	77.1
December	126.8	125.7	82.7	93.6	91.6	80.4	69.7	68.5	88.9	100.4	99.4	89.5	88.4	89.7	83.9
1937(a)															
January	57.2	57.8	72.3	78.3	76.2	79.4	48.5	49.6	69.8	58.5	58.6	88.8	79.8	77.0	79.3
February	58.6	62.4	74.3	75.6	82.0	81.1	49.4	52.6	75.1	68.2	72.5	87.4	74.4	78.9	80.6
March	70.8	70.5	72.7	81.1	80.0	79.2	70.5	69.2	69.2	78.1	77.3	88.9	82.5	84.7	84.7
April	77.6	76.3	80.3	77.1	77.7	78.5	96.7	95.0	73.1	99.3	98.3	84.0	84.5	83.4	81.0
May	79.9	80.8	79.2	76.5	75.2	78.3	105.6	107.9	86.3	111.2	111.3	88.4	87.1	84.0	79.2
June	80.5	79.8	82.3	77.6	78.5	77.8	109.4	107.5	96.9	93.3	92.3	93.3	83.4	83.9	83.9
July	63.0	61.3	76.6	80.3	76.7	79.0	81.5	80.1	81.7	75.1	72.7	93.2	87.9	81.7	83.4
August	65.2	64.6	80.8	78.6	79.1	80.7	75.1	73.8	76.9	89.2	88.3	88.3	75.3	76.4	83.0
September	81.4	83.3	80.1	78.4	79.3	80.9	94.2	96.2	79.5	104.0	106.7	88.9	84.9	86.5	86.5
October	94.5	91.8	79.9	85.0	82.7	83.6	78.4	77.0	69.3	104.3	101.0	90.2	91.1	84.7	84.7

(a) Subject to final revision.

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (96 Firms)			Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
October, 1929	137.5	130.5	113.4	209.9	199.2	138.3	116.4	114.2	114.2	125.4	122.2	116.4
October, 1930	119.7	113.6	98.8	138.7	131.6	91.4	99.5	97.3	97.3	105.4	102.4	97.5
October, 1931	86.8	82.3	71.6	98.6	93.5	66.8	81.5	78.9	78.9	107.7	98.6	93.9
October, 1932	71.4	70.4	61.2	54.6	53.8	39.9	60.3	59.4	59.4	87.1	82.4	78.5
October, 1933	70.7	69.7	60.6	42.4	41.8	31.5	54.9	54.6	54.6	80.8	81.2	77.3
October, 1934	84.7	80.4	69.9	57.5	54.6	41.4	53.2	52.2	52.2	86.3	84.4	80.4
October, 1935	86.3	81.9	71.2	66.6	63.3	48.0	54.3	53.3	53.3	90.4	88.1	83.9
October, 1936	91.6	83.4	77.8	69.8	66.3	50.3	54.6	52.9	52.9	100.7	92.2	87.8
October, 1937	95.3	93.6	81.3	65.4	64.5	48.9	57.0	55.9	55.9	102.5	96.6	92.0
1936												
October	94.6	89.4	77.8	69.8	66.3	50.3	54.6	52.9	52.9	100.7	92.2	87.8
November	79.2	80.9	80.9	60.9	62.6	44.4	52.9	54.3	56.6	90.5	93.7	92.7
December	86.4	84.8	75.7	77.8	76.8	48.6	59.9	58.8	57.6	183.0	184.1	99.5
1937(a)												
January	44.4	45.3	82.4	46.2	47.4	57.1	52.9	51.9	55.8	61.7	59.9	89.4
February	42.2	44.9	80.2	47.1	50.4	57.9	50.7	55.1	57.3	62.8	66.9	90.3
March	61.4	60.3	86.2	46.7	46.1	56.2	57.1	56.1	57.8	79.6	80.4	96.9
April	92.1	90.4	87.0	50.9	50.3	62.1	56.2	56.7	56.2	80.1	79.9	89.8
May	113.5	115.8	85.2	54.0	55.5	63.8	54.2	53.4	53.4	98.7	95.9	92.2
June	106.0	104.1	87.5	44.4	43.8	61.7	53.4	54.2	53.6	100.5	101.1	98.2
July	96.4	94.6	86.0	37.5	37.0	56.9	56.7	55.0	53.4	101.7	95.9	95.9
August	90.5	88.9	86.3	34.1	33.6	44.3	58.4	58.1	54.8	85.2	85.7	93.1
September	102.7	104.8	87.4	61.1	62.7	45.8	57.7	58.5	55.7	89.8	92.5	95.4
October	95.3	93.6	81.3	65.4	64.5	48.9	57.0	55.9	55.9	102.5	96.6	92.0

(a) Subject to final revision.

DEPARTMENTAL STORE SALES IN CANADA BY SELECTED DEPARTMENTS(x)

	October, 1936	October, 1937	% Change, 1937/36
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	22,728,964	22,757,678	+ 0.1
1. Women's dresses, coats and suits	2,502,038	2,525,134	+ 0.9
2. Girls' and infants' wear	965,791	978,903	+ 1.4
3. Hosiery and gloves	1,077,478	1,078,504	+ 0.1
4. Lingerie and corsets	1,013,727	983,097	- 3.0
5. Millinery	346,105	363,538	+ 5.0
6. Women's and children's apparel - (Total 1 - 5)	5,905,139	5,929,166	+ 0.4
7. Men's and boys' clothing and furnishings	3,323,052	3,270,266	- 1.6
8. Drugs and toilet articles and prepara- tions	540,481	531,704	- 1.6
9. Piece goods	1,810,825	1,768,160	- 2.4
10. Smallwares	756,552	734,596	- 2.9
11. Food and kindred products	1,856,574	1,893,499	+ 2.0
12. Furniture	1,052,991	1,086,107	+ 3.1
13. Home furnishings	1,513,285	1,651,739	+ 9.1
14. Household appliances and electrical supplies	584,293	629,956	+ 7.8
15. Hardware and kitchen utensils	658,549	655,563	- 0.5
16. Radios, musical instruments and supplies	462,220	399,554	-13.6
17. Shoes and other footwear	1,749,437	1,706,081	- 2.5
18. Stationery, books and magazines	272,034	298,457	+ 9.7
19. All other departments, total	2,243,532	2,202,830	- 1.8

(x) Based on sales of 21 firms.

Monthly Index Numbers of Department Store Sales in Canada, by Economic Divisions

(Average for 1930 = 100)

	CANADA		Maritime Provinces		Quebec		Ontario		Prairie Provinces		British Columbia	
	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations
1935 - October	87.6	72.7	84.0	74.2	73.1	66.1	80.9	71.9	107.1	75.1	95.1	81.1
November	88.5	75.4	86.5	76.4	74.7	69.4	87.0	74.7	102.2	83.3	91.1	86.4
December	116.5	78.7	123.0	73.3	108.4	67.5	121.9	72.3	114.1	74.5	123.5	80.4
Yearly Average ...	72.1	-	72.6	-	66.2	-	72.0	-	75.0	-	79.8	-
1936 - January	53.6	65.9	53.9	71.3	50.0	63.5	53.8	70.0	54.9	74.1	60.4	81.1
February	57.8	69.5	55.9	75.5	53.8	68.8	58.2	73.8	58.8	76.1	66.1	83.7
March	62.5	72.0	59.8	73.4	61.4	66.2	62.8	70.9	62.2	73.3	71.4	78.4
April	72.1	69.8	69.2	72.8	69.4	65.7	72.0	71.5	73.0	75.8	81.8	82.7
May	74.7	73.8	76.9	72.1	73.2	68.3	75.2	74.8	74.0	77.4	82.9	84.7
June	73.4	75.0	80.3	73.4	72.8	68.1	74.7	72.6	69.9	76.1	80.7	83.2
July	57.7	71.0	66.4	75.8	49.1	69.1	56.4	75.7	57.2	76.6	75.0	86.1
August	62.8	76.6	64.1	75.2	58.2	72.0	61.3	74.9	62.4	77.3	81.6	83.7
September	78.8	77.8	70.6	77.8	73.0	72.9	74.3	76.1	89.8	84.6	87.7	87.2
October	94.7	77.2	87.8	77.6	82.8	74.9	88.4	78.6	113.6	79.6	102.3	87.2
November	85.0	76.6	86.1	76.1	78.2	72.7	89.2	76.6	88.4	72.0	87.5	82.9
December	126.8	82.7	133.1	79.3	120.4	75.0	133.0	78.9	124.3	81.1	137.0	89.2
Yearly Average ...	75.0	-	75.3	-	70.2	-	74.9	-	77.4	-	84.5	-
1937 - January	57.2	72.3	58.2	77.0	56.4	71.7	57.7	75.0	56.6	76.4	62.9	84.4
February	58.6	74.3	55.3	74.7	55.6	71.1	59.4	75.3	58.9	76.2	66.7	84.4
March	70.8	72.7	65.8	80.7	70.0	75.5	70.0	79.0	70.7	83.4	84.0	92.2
April	77.6	80.3	75.2	79.0	77.6	73.5	78.0	77.5	76.8	79.7	85.8	86.8
May	79.9	79.2	89.6	84.0	83.3	77.7	78.7	78.3	77.0	80.5	87.5	89.4
June	80.5	82.3	90.4	82.6	82.9	77.6	82.7	80.3	73.4	79.9	88.5	91.2
July	63.0	76.6	75.8	86.6	56.7	79.7	60.4	81.0	60.2	80.6	82.8	95.1
August	65.2	80.8	70.7	83.0	61.2	75.8	62.0	75.8	61.6	76.4	89.3	91.6
September	81.4	80.1	76.4	84.2	83.1	83.1	79.3	81.3	80.4	75.7	93.7	93.1
October	94.5	79.9	92.3	81.5	86.1	77.9	92.8	82.5	99.9	70.0	103.1	87.9
% Change, October, 1937	-0.2	-	+5.1	-	+4.0	-	+5.0	-	-12.1	-	+0.8	-
% Change, Jan.-Oct., 1937	+5.9	-	+9.5	-	+10.8	-	+6.5	-	unchanged	-	+6.9	-

Index Numbers of Grocery and Meat Store Sales in Canada by Provinces (x)

(Base - Average for 1930 = 100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
1935							
January	71.7	74.8	74.5	67.9	50.3	69.8	73.6
February	67.6	74.7	71.0	67.1	51.6	67.3	69.7
March	75.2	87.5	83.4	77.4	61.1	80.5	81.5
April	73.9	76.9	75.6	71.2	57.6	72.8	74.7
May	74.8	78.3	76.1	77.1	61.8	78.9	79.2
June	71.4	76.8	76.8	82.3	68.0	84.9	85.5
July	69.9	65.2	69.5	74.6	63.8	83.0	77.8
August	71.5	70.7	76.4	84.0	77.8	96.5	84.0
September	69.6	67.5	71.4	73.3	76.3	90.3	72.0
October	77.3	77.7	76.7	78.3	80.5	97.4	79.7
November	75.4	84.3	83.0	79.5	70.6	94.7	83.7
December	80.3	81.2	81.2	80.4	68.0	95.5	84.2
Yearly Average	73.2	76.3	76.3	76.1	65.6	84.3	78.8
1936							
January	75.2	83.3	79.5	72.3	54.3	80.6	77.2
February	74.2	83.5	80.9	75.0	57.4	85.4	78.9
March	74.8	83.4	78.4	73.1	57.5	84.3	75.1
April	73.8	77.9	78.1	74.9	59.1	85.5	76.3
May	79.3	83.1	83.6	84.7	66.5	94.2	80.2
June	74.1	76.6	76.5	85.5	67.9	91.6	78.8
July	74.2	71.1	78.4	83.2	70.5	93.0	79.6
August	74.8	68.3	79.0	85.2	81.3	95.8	84.0
September	74.9	69.6	77.8	84.2	90.4	101.1	80.4
October	83.4	82.1	88.1	88.9	84.9	97.6	86.0
November	73.4	72.9	77.7	75.4	61.6	84.2	84.6
December	88.4	85.1	93.7	83.9	79.2	105.4	106.2
Yearly Average	76.7	78.1	81.0	80.5	69.2	91.6	82.3
1937							
January	79.8	81.4	86.3	74.4	62.0	79.8	86.4
February	74.4	76.6	78.9	71.3	57.4	84.5	83.4
March	82.5	85.2	86.6	83.4	65.4	94.2	92.7
April	84.5	86.2	88.3	87.3	69.8	116.2	94.7
May	87.1	87.4	90.1	95.8	74.4	104.4	98.3
June	83.4	82.9	85.2	92.3	78.7	106.7	95.6
July	87.9	79.3	91.3	96.9	91.5	121.3	99.1
August	75.3	66.7	76.2	86.3	83.0	113.3	92.3
September	84.9	79.3	87.2	92.2	91.4	123.7	93.3
October	91.1	87.1	95.3	92.1	89.8	120.8	98.6
% Change, October, 1937 October, 1936	+ 9.2	+ 6.1	+ 8.2	+ 3.6	+ 5.8	+23.8	+14.7
% Change, Jan.-Oct., 1937 Jan.-Oct., 1936	+ 9.5	+ 4.3	+ 8.1	+ 8.1	+10.7	+17.1	+17.3

(x) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.

Index Numbers of Hardware Store Sales in Canada by Economic Divisions

(Base - Average for 1930 = 100)

(Unadjusted for Seasonal Variations)

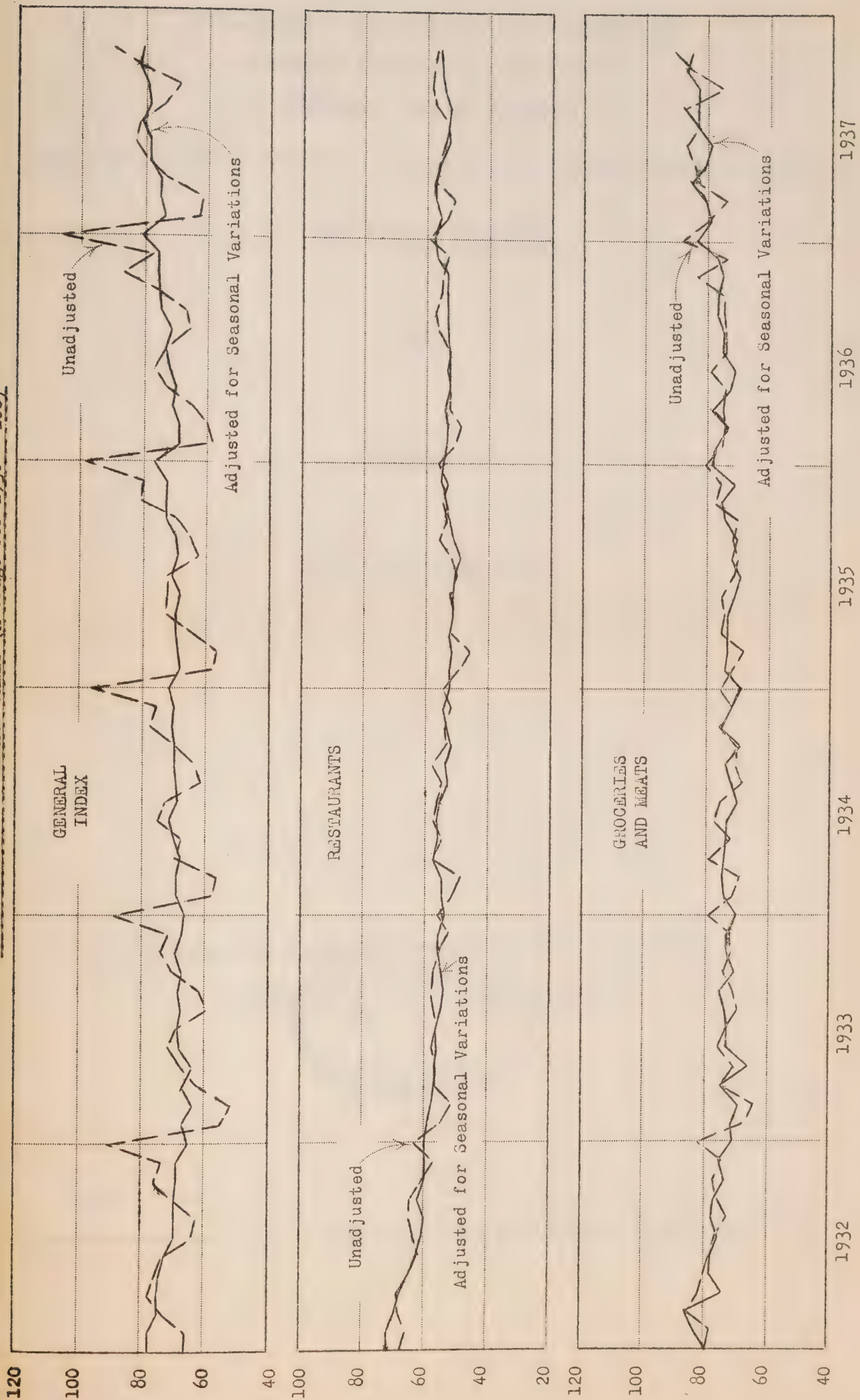
Year and Month	CANADA (96 Firms)	Maritime Provinces (11 Firms)	Quebec (18 Firms)	Ontario (21 Firms)	Prairie Provinces (33 Firms)	British Columbia (13 Firms)
<u>1935</u>						
January	39.1	38.0	31.1	44.8	36.2	49.2
February	37.3	35.1	31.6	39.4	36.0	51.5
March	49.4	40.7	43.3	55.0	44.4	75.8
April	73.7	75.5	74.7	77.2	65.5	79.4
May	93.0	94.9	101.2	101.8	75.8	88.8
June	82.6	83.4	71.3	95.9	73.5	83.5
July	78.1	88.0	71.7	87.6	68.4	74.2
August	78.2	81.2	73.1	77.8	76.7	85.4
September	80.5	80.9	72.8	77.9	82.7	91.3
October	86.3	91.4	66.2	83.5	94.5	103.2
November	72.4	79.6	56.6	71.8	75.4	95.5
December	79.6	84.9	56.3	81.2	83.3	115.9
Yearly Average	70.9	72.8	62.5	74.5	67.7	82.8
<u>1936</u>						
January	39.0	41.9	29.4	42.0	37.7	55.6
February	38.3	32.8	33.9	38.9	38.1	49.5
March	52.9	50.7	47.7	52.6	50.4	75.6
April	76.4	82.6	66.1	80.6	70.5	96.4
May	100.4	93.0	90.0	116.8	86.8	106.5
June	91.7	96.8	72.6	111.6	80.0	96.7
July	83.2	89.4	65.0	100.8	72.4	93.1
August	82.5	84.9	70.8	88.8	78.0	92.6
September	89.3	79.7	71.7	93.0	92.3	112.4
October	94.6	88.4	66.4	104.2	99.3	117.9
November	79.2	86.9	59.1	84.1	78.9	107.9
December	86.4	90.8	55.2	94.3	92.2	116.7
Yearly Average	76.2	76.5	60.7	84.0	73.1	93.4
<u>1937</u>						
January	44.4	47.4	34.6	51.6	38.8	62.2
February	42.2	45.1	38.8	43.1	39.0	52.2
March	61.4	59.8	54.7	63.4	55.3	98.4
April	92.1	94.3	83.6	88.4	89.3	133.6
May	113.5	109.5	108.0	122.4	96.9	146.0
June	106.0	108.8	89.3	124.8	89.6	129.3
July	96.4	118.4	85.0	108.0	77.0	126.0
August	90.5	95.4	86.3	95.0	78.8	111.1
September	102.7	114.5	92.0	106.3	94.4	125.4
October	95.3	115.5	78.3	96.2	91.2	131.2
% Change, October, 1937 October, 1936	+ 0.7	+30.7	+17.9	- 7.7	- 8.2	+11.3
% Change, Jan.-Oct., 1937 Jan.-Oct., 1936	+12.9	+22.8	+22.3	+ 8.4	+ 6.4	+24.4

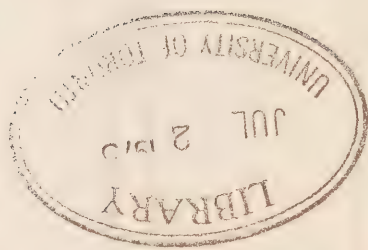
Index Numbers of Variety Store Sales in Canada by Economic Divisions
(Base - Average for 1930 = 100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>1935</u>								
January	53.2	51.8	49.3	56.2	52.0	39.0	58.3	49.5
February	57.7	54.7	53.5	59.1	59.9	47.9	71.7	58.6
March	67.5	66.4	62.2	71.6	64.0	48.3	77.0	62.4
April	77.9	75.9	72.8	80.8	84.1	59.9	85.5	72.8
May	79.5	78.8	79.8	80.8	85.0	59.3	83.2	70.7
June	88.6	92.4	91.2	89.5	97.4	69.0	85.8	73.9
July	82.8	91.6	78.5	81.1	93.3	77.3	87.5	76.6
August	83.7	92.6	79.6	83.8	83.7	70.7	94.2	81.7
September	77.9	81.6	75.0	77.9	82.5	70.0	87.6	73.3
October	90.4	93.1	83.5	90.4	100.9	103.1	106.3	77.5
November	91.3	93.4	81.8	94.9	97.6	79.8	108.3	84.3
December	164.0	179.9	137.6	168.8	171.1	142.4	194.0	171.9
Yearly Average	84.5	87.7	78.7	86.2	89.3	72.2	95.0	79.4
<u>1936</u>								
January	53.4	50.4	48.1	55.7	50.1	40.8	65.5	55.1
February	60.8	58.7	58.3	62.5	55.4	47.3	68.3	61.5
March	65.1	60.8	59.9	67.4	65.1	50.9	77.8	64.4
April	80.4	77.6	76.3	81.8	86.8	63.6	92.5	79.3
May	91.2	88.5	91.2	92.7	100.2	73.1	92.7	79.8
June	93.1	98.1	93.7	92.1	102.9	77.0	93.5	83.3
July	88.8	97.9	81.9	87.5	97.6	80.3	103.5	89.3
August	87.1	98.9	80.9	85.5	91.6	76.4	94.2	92.0
September	85.5	91.8	79.7	83.2	101.3	90.1	95.5	83.5
October	100.7	107.2	91.1	101.0	115.3	105.9	119.0	91.5
November	90.5	95.6	79.7	90.9	98.8	96.9	109.4	89.5
December	183.0	205.2	153.2	186.9	194.6	163.8	200.1	204.8
Yearly Average	90.0	94.2	82.8	90.6	96.6	80.5	101.0	89.5
<u>1937</u>								
January	61.7	62.1	57.8	64.4	57.3	46.5	64.9	60.5
February	62.8	61.5	59.0	64.4	60.9	54.8	69.8	63.2
March	79.6	78.8	74.5	81.0	81.4	65.9	92.4	83.3
April	80.1	78.3	78.1	80.0	84.7	68.0	96.4	79.9
May	98.7	104.8	102.7	98.1	103.2	83.1	102.3	90.0
June	100.5	105.2	101.5	100.0	112.6	83.7	99.6	92.4
July	101.7	117.4	96.8	101.0	109.3	79.7	111.7	100.0
August	85.2	102.3	80.9	83.0	85.9	64.2	95.8	93.7
September	89.8	100.9	86.5	87.7	107.0	72.4	100.4	91.4
October	102.5	112.8	95.8	103.1	120.9	83.4	119.9	94.5
% Change, October, 1937. October, 1936	+ 1.8	+ 5.2	+ 5.2	+ 2.1	+ 4.9	-21.2	+ 0.8	+ 3.3
% Change, Jan.-Oct., 1937 Jan.-Oct., 1936	+ 7.0	+11.4	+ 9.5	+ 6.6	+ 6.6	- 0.5	+ 5.6	+ 8.9

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)





CANADA
DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH

Vol. 7

No. 11

RETAIL SALES

IN

CANADA

NOVEMBER 1937

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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RETAIL SALES IN CANADA, NOVEMBER, 1937
(Indexes of Value)

Retail sales in Canada advanced 8.4 per cent during November compared with November, 1936, according to unadjusted index numbers compiled by the Dominion Bureau of Statistics. The general index stood at 84.1 compared with 77.6 for November last year on the basis of the average for 1930 as 100. The November figure also compares favourably with 80.1 for the same month of 1935, 74.9 for 1934, 71.4 for 1933, and 73.1 for 1932.

After adjustment for differences in the number of working days and for normal seasonal variations, the general index for November stood at 79.5, falling slightly below September and October figures of 81.4 and 80.8 respectively.

Twelve out of the thirteen kinds of business covered averaged higher this year than last, combining to effect the 8.4 per cent advance for retail trade as a whole. Increases over November, 1936, ranged from 18.1 per cent for music and radio to 1.3 per cent for candy sales. Substantial gains were reported for the following kinds of business: dyeing and cleaning, 17.8 per cent; groceries and meats, 12.4 per cent, and women's clothing, 11.2 per cent. Department store sales were up 8.7 per cent, and furniture, 8.0 per cent. Drug sales increased 5.0 per cent; hardware, 4.9 per cent; variety stores, 4.4 per cent; restaurants, 1.7 per cent, and candy, 1.3 per cent.

For the eleven-month period January to November, twelve out of the thirteen kinds of business covered showed advanced sales compared with 1936. Notable gains were made by furniture, hardware, and music and radio stores, percentage gains being 14.2, 12.2 and 11.4 respectively. Improvement of 9.7 per cent was noted in grocery and meat store sales. Men's clothing stores indicated a 9.1 per cent advance; women's clothing, 7.8 per cent; variety stores, 6.7 per cent; departmental, 6.2 per cent, and drugs, 6.0 per cent. Restaurant receipts improved by 3.4 per cent; boot and shoe stores, 3.1 per cent, and dyeing and cleaning establishments, 1.6 per cent. Candy sales for the year to date declined 2.1 per cent compared with the same period a year ago.

Department Store Sales in Canada by Selected Departments

Sales totals of the 21 firms which reported sales figures by principal departments for November increased 5.9 per cent compared with November, 1936. The only department to show a decline was music and radio, which dropped 17.6 per cent. Demand for new household appliances and electrical supplies was indicated by a 14.3 per cent advance over last November. The next best improvement was noted in the millinery department with a gain of 14.1 per cent. An 11.2 per cent increase occurred in sales of girls' and infants' wear. The men's and boys' clothing departments reported a 10.5 per cent improvement in sales, and hosiery and gloves, 9.6 per cent. Sales of food, furniture and home furnishings moved up 8.2 per cent, 7.9 per cent and 7.7 per cent respectively. Combined sales of women's and children's clothing improved 6.3 per cent, and the following gains were shown for the remaining departments covered by this report: stationery, books and magazines, 6.2 per cent; piece goods, 5.6 per cent; shoes and other footwear, 5.4 per cent; drugs and toilet articles, 4.7 per cent; hardware and kitchen utensils, 4.5 per cent; smallwares, 4.0 per cent; women's dresses, coats and suits, 3.8 per cent; lingerie and corsets, 2.7 per cent, and all other departments, 1.6 per cent.

Index Numbers of Department Store Sales by Economic Divisions

November sales of Canadian department stores advanced 8.7 per cent during November over November, 1936, according to the unadjusted series of index numbers. Sales totals for the January to November period were up 6.2 per cent compared with the same period a year ago.

Outstanding gains were made during November by department stores in Western Canada. Sales for the Prairie Provinces were up 13.3 per cent compared with a 1.6 per cent increase for the year to date. British Columbia stores reported advancement of 12.5 per cent during the month while cumulative figures indicated a gain of 7.4 per cent. Quebec sales increased 7.4 per cent during November and 10.5 per cent for the year to date. Department stores in the Maritime Provinces reported improvement of 4.8 per cent for November and 9.0 per cent for the eleven-month period. November sales in Ontario

increased only 1.5 per cent while the cumulative totals gained 5.9 per cent.

Index Numbers of Grocery and Meat Store Sales by Provinces

Grocery and meat store sales in Canada increased 12.4 per cent during November compared with a year ago. Sales figures for the January-to-November period of 1937 were 7 per cent in advance of those shown for the same period last year.

Every province reported increased sales. Alberta totals were up 27.9 per cent during November and 18.1 per cent for the eleven-month period, while Saskatchewan sales advanced 17.0 per cent and 10.9 per cent for November and the January-to-November period respectively. The next best increase for November was shown for Ontario, 12.5 per cent, with cumulative figures advancing 8.5 per cent. Quebec grocery and meat stores showed improvement of 8.5 per cent for the month under review and 4.6 per cent for the year to date. Manitoba sales increased 4.0 per cent during November and 7.7 per cent for the eleven months.

Index Numbers of Hardware Store Sales by Economic Divisions

Hardware store sales in Canada increased 4.9 per cent during November compared with November, 1936. Gains in the Maritime Provinces and Quebec were large, 18.4 per cent and 13.0 per cent respectively. Smaller advances were shown for British Columbia, 4 per cent, and the Prairie Provinces, 1.3 per cent, while Ontario stores reported no change compared with last year.

The cumulative figures recorded much larger increases. The percentage gain for Canada as a whole was 12.2 while the increases for the various provinces were as follows: British Columbia, 22.6 per cent; Maritime Provinces, 22.5 per cent; Quebec, 21.6 per cent; Ontario, 8.0 per cent, and the Prairie Provinces, 5.7 per cent.

Index Numbers of Variety Store Sales by Economic Divisions

A sharp drop in Saskatchewan combined with moderate increases for the remaining provinces resulted in a 4.4 per cent advance in variety store sales for Canada during November. The following increases were shown by the various provinces: Alberta, 11.9 per cent; Maritime Provinces, 11.4 per cent; Manitoba, 7.3 per cent; British Columbia, 5.6 per cent; Quebec, 5.4 per cent, and Ontario, 4.7 per cent. Saskatchewan sales figures declined 21.9 per cent.

Cumulative figures for the January-to-November period indicated a 6.7 per cent advance for Canada with Saskatchewan the only province to show a decline. Variety store sales in the Maritime Provinces were up 11.4 per cent; Quebec, 9.1 per cent; British Columbia, 8.5 per cent; Manitoba, 6.6 per cent; Ontario, 6.4 per cent, and Alberta, 6.3 per cent. Saskatchewan sales for the first eleven months of 1937 were 3.1 per cent below the same period of 1936.

Corresponding-Month Comparison of Retail Sales in Canada by Kinds of Business

Kind of Business	October, 1937			November, 1937			Jan.-Nov., 1937	
	+ or - p.c. compared with			+ or - p.c. compared with			+ or - p.c. compared with	
	Oct., 1930	Oct., 1936	Sept., 1937	Nov., 1930	Nov., 1936	Oct., 1937	Jan.-Nov., 1930	Jan.-Nov., 1936
General Index	-16.0	+ 3.4	+11.3	-14.7	+ 8.4	- 7.1	-21.6	+ 7.9
Hats and Shoes	-10.2	+ 5.8	+ 6.0	-27.6	-13.7	-17.5	-22.8	+ 3.1
Handy	-32.9	- 4.0	+ 5.4	-41.4	+ 1.3	-18.4	-42.2	- 2.1
Men's Clothing	- 4.9	+ 5.8	+44.3	- 2.1	+ 2.4	-13.9	-25.3	+ 9.1
Women's Clothing	-24.5	+ 8.1	+19.3	-23.5	+11.2	-10.0	-34.5	+ 7.0
Departmental	-19.2	- 0.1	+16.2	-10.9	+ 8.7	- 2.3	-22.2	+ 6.2
Drugs	-13.5	+ 5.3	+ 8.4	-17.4	+ 5.0	- 9.2	-20.7	+ 6.0
Dyes and Cleaners	-30.9	- 6.0	-16.4	-17.5	+17.8	-15.5	-22.0	+ 1.6
Furniture	- 4.4	- 2.5	- 0.9	-11.1	+ 0.0	-10.0	-10.9	+14.2
Groceries and Meats	- 7.5	+ 9.1	+ 7.3	-13.4	+12.4	- 9.3	-16.6	+ 9.7
Hardware	-19.5	+ 1.9	- 6.0	-16.1	+ 4.9	-13.8	-14.8	+12.2
Musical and Radio	-52.8	- 6.3	+ 7.0	-47.6	+18.1	+ 9.9	-45.6	+11.4
Restaurants	-44.6	+ 0.9	- 3.0	-38.4	+ 1.7	- 2.4	-45.2	+ 3.4
Variety	- 2.8	+ 1.8	+14.1	- 7.0	+ 4.4	- 7.8	- 5.6	+ 6.7

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (314 Firms)			Boots and Shoes (17 Chains)			Candy (7 Chains)			Men's Clothing (18 Chains)			Women's Clothing (13 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
November, 1929	119.7	114.8	108.3	128.6	121.1	112.1	110.7	106.8	124.2	152.2	143.3	114.7	106.3	100.0	107.5
November, 1930	98.6	98.0	92.5	100.0	97.0	89.8	81.1	80.9	94.1	97.3	95.1	76.1	85.9	83.9	90.2
November, 1931	86.9	89.7	84.7	85.7	88.1	81.6	67.4	71.0	82.6	79.9	82.9	66.3	72.9	75.4	81.1
November, 1932	73.1	73.0	68.9	84.2	84.9	78.6	49.8	50.8	59.1	72.4	72.4	57.9	57.5	57.5	61.8
November, 1933	71.4	71.0	67.0	82.9	82.9	76.8	49.9	50.7	58.9	76.9	76.6	61.3	54.4	54.2	58.2
November, 1934	74.9	74.1	69.9	70.5	70.2	65.0	49.2	49.8	57.9	86.0	85.0	68.0	60.6	59.0	64.3
November, 1935	80.1	76.9	72.5	79.6	74.9	69.4	52.3	50.4	58.6	94.1	88.6	70.9	62.9	59.1	63.5
November, 1936	77.6	80.2	75.6	83.9	86.3	79.9	46.9	49.5	57.5	93.1	96.5	77.2	59.1	61.2	65.8
November, 1937	84.1	84.3	79.5	72.4	72.7	67.3	47.5	48.7	56.6	95.3	96.1	76.9	65.7	66.1	71.1
1936															
November	77.6	80.2	75.6	83.9	86.3	79.9	46.9	49.5	57.5	93.1	96.5	77.2	59.1	61.2	65.8
December	107.8	107.6	80.9	110.6	111.5	79.1	114.7	113.5	61.0	109.9	110.7	86.5	130.4	131.2	70.9
1937(a)															
January	62.8	62.0	73.8	44.0	42.7	64.7	43.2	41.7	55.6	52.7	51.5	78.0	43.3	42.2	61.2
February	61.6	65.7	75.5	43.4	46.2	72.1	55.3	60.0	65.2	45.9	48.8	78.6	44.1	46.8	68.8
March	73.3	73.3	75.3	62.8	63.3	71.9	85.3	84.7	65.2	70.0	71.2	71.2	59.5	60.4	65.7
April	79.5	78.5	73.5	81.2	80.9	77.8	47.7	48.4	56.9	82.9	81.9	71.3	71.8	70.9	65.6
May	83.4	82.5	78.6	97.7	94.8	81.0	62.0	60.3	61.5	85.0	83.1	71.0	71.3	69.6	63.3
June	82.0	81.9	81.1	113.1	114.0	85.7	44.9	45.8	59.5	82.6	82.6	71.2	76.4	76.3	63.6
July	74.1	70.6	78.4	81.0	76.3	74.8	50.8	47.5	55.9	63.2	59.5	70.0	69.7	65.5	70.5
August	69.0	69.0	79.3	59.2	59.4	71.6	50.1	51.3	52.4	49.3	49.7	71.0	51.7	52.1	68.5
September	81.3	83.0	81.4	82.8	85.5	88.2	55.2	56.1	60.3	76.7	78.2	85.1	61.2	62.3	69.2
October	90.5	86.5	80.8	87.8	82.7	85.2	58.2	56.2	59.2	110.7	104.3	84.1	73.0	68.6	71.4
November	84.1	84.3	79.5	72.4	72.7	67.3	47.5	48.7	56.6	95.3	96.1	76.9	65.7	66.1	71.1

(a) Subject to final revision.

INDEX NUMBERS OF RETAIL SALES -- (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Chains)			Dyers and Cleaners (8 Chains)			Furniture (26 Firms)			Groceries and Meats (34 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
November, 1929	123.2	119.8	105.1	105.7	104.3	104.3	97.3	95.8	106.4	147.6	142.9	126.5	111.5	103.8	104.8
November, 1930	103.7	104.8	92.0	93.5	94.4	94.4	81.2	83.1	92.3	102.8	103.0	91.2	95.3	92.1	93.1
November, 1931	94.0	96.5	84.7	88.1	91.7	91.7	72.3	74.0	82.2	91.7	94.0	83.2	82.7	86.1	87.0
November, 1932	78.9	78.2	68.6	74.0	74.9	74.9	59.6	58.6	65.1	54.9	54.4	50.8	74.2	74.8	75.5
November, 1933	77.7	76.7	67.2	70.1	71.0	71.0	61.8	60.8	67.5	57.8	57.2	56.1	71.7	71.7	72.4
November, 1934	83.1	81.7	71.7	71.5	72.2	72.2	69.7	68.5	76.1	70.6	69.9	69.2	71.7	70.8	71.6
November, 1935	88.5	86.0	75.4	76.8	75.7	75.7	71.1	69.9	77.6	77.9	75.1	74.4	75.4	70.1	70.8
November, 1936	85.0	87.3	76.6	73.5	76.5	76.5	56.9	58.2	64.6	84.6	86.8	85.9	73.4	76.3	77.1
November, 1937	92.4	91.6	80.4	77.2	78.6	78.6	67.0	65.8	73.1	91.4	90.5	89.6	82.5	83.7	84.5
1936															
November	85.0	87.3	76.6	73.5	76.5	76.5	56.9	58.2	64.6	84.6	86.8	85.9	73.4	76.3	77.1
December	126.8	125.7	82.7	93.6	91.6	80.4	69.7	68.5	88.9	100.4	99.4	89.5	88.4	89.7	83.9
1937(a)															
January	57.2	57.8	72.3	78.3	76.2	79.4	48.5	49.6	69.8	58.5	58.6	88.8	79.8	77.0	79.3
February	58.6	62.4	74.3	75.6	82.0	81.1	49.4	52.6	75.1	68.2	72.5	87.4	74.4	78.9	80.6
March	70.8	70.5	72.7	81.1	80.0	79.2	70.5	69.2	69.2	78.1	77.3	88.9	82.5	84.7	84.7
April	77.6	76.3	80.3	77.1	77.7	78.5	96.7	95.0	73.1	99.3	98.3	84.0	84.5	83.4	81.0
May	79.9	80.8	79.2	76.5	75.2	78.3	105.6	107.9	86.3	111.2	111.3	88.4	87.1	84.0	79.2
June	80.5	79.8	82.3	77.6	78.5	77.8	109.4	107.5	96.9	93.3	92.3	93.3	83.4	83.9	83.9
July	63.0	61.3	76.6	80.3	76.7	79.0	81.6	80.2	81.8	75.1	72.7	93.2	87.9	81.7	83.4
August	65.2	64.6	80.8	78.6	79.1	80.7	76.0	74.6	77.7	88.5	87.6	87.6	75.3	76.4	83.0
September	81.4	83.3	80.1	78.4	79.3	80.8	94.8	96.8	80.0	102.5	105.1	87.6	84.8	86.3	86.4
October	84.6	82.0	80.0	85.0	82.7	83.6	79.3	77.9	70.2	101.6	98.3	87.8	91.0	84.6	84.6
November	92.4	91.5	80.4	77.2	78.6	78.6	67.0	65.8	73.1	91.4	90.5	89.6	82.5	83.7	84.5

(a) Subject to final revision.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (96 Firms)			Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
November, 1929	123.0	121.2	121.2	189.7	186.9	121.3	102.7	102.8	107.0	118.9	112.0	110.9
November, 1930	99.1	101.5	101.5	137.1	140.4	91.2	87.4	88.9	92.6	101.6	98.7	97.7
November, 1931	79.9	81.8	81.8	103.9	106.4	69.1	71.7	73.6	76.7	94.5	97.7	96.8
November, 1932	57.4	56.5	56.5	58.0	57.1	37.8	55.8	56.6	59.0	78.7	79.1	78.3
November, 1933	57.2	56.4	56.4	49.7	49.0	34.3	51.9	52.6	54.8	77.2	77.3	76.5
November, 1934	72.0	70.9	70.9	59.6	58.8	41.7	51.2	51.8	53.9	83.9	83.7	82.9
November, 1935	72.4	71.4	71.4	66.0	65.1	46.2	52.5	52.6	54.7	91.3	86.1	85.2
November, 1936	79.2	80.9	80.9	60.9	62.6	44.4	52.9	54.3	56.6	90.5	93.7	92.7
November, 1937	83.1	81.6	81.6	71.9	70.9	50.3	53.8	54.6	56.9	94.5	95.0	94.1
1936												
November	79.2	80.9	80.9	60.9	62.6	44.4	52.9	54.3	56.6	90.5	93.7	92.7
December	86.4	84.8	75.7	77.8	76.8	48.6	59.9	58.8	57.6	183.0	184.1	99.5
1937(a)												
January	44.4	45.3	82.4	46.2	47.4	57.1	52.9	51.9	55.8	61.7	59.9	89.4
February	42.2	44.9	80.2	47.1	50.4	57.9	50.7	55.1	57.3	62.8	66.9	90.3
March	61.4	60.3	86.2	46.7	46.1	56.2	57.1	56.1	57.8	79.6	80.4	96.9
April	92.1	90.4	87.0	50.9	50.3	62.1	56.2	56.7	56.2	80.1	79.9	89.8
May	113.5	115.8	85.2	54.0	55.5	63.8	54.2	53.4	53.4	98.7	95.9	92.2
June	106.0	104.1	87.5	44.4	43.8	61.7	53.4	54.2	53.6	100.5	101.1	98.2
July	96.4	94.6	86.0	37.5	37.0	56.9	56.7	55.0	53.4	101.7	95.9	95.9
August	90.5	88.9	86.3	34.1	33.6	44.3	58.4	58.1	54.8	85.2	85.7	93.1
September	102.5	104.7	87.2	61.1	62.7	45.8	56.8	57.6	54.9	89.8	92.5	95.4
October	96.4	94.6	82.3	65.4	64.5	48.9	55.1	54.0	54.0	102.5	96.6	92.0
November	83.1	81.6	81.6	71.9	70.9	50.3	53.8	54.6	56.9	94.5	95.0	94.1

(a) Subject to final revision.

DEPARTMENTAL STORE SALES IN CANADA BY SELECTED DEPARTMENTS (x)

	November, 1936	November, 1937	% Change, 1937/36
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS ...	21,232,733	22,493,188	+ 5.9
1. Women's dresses, coats and suits	2,057,148	2,134,949	+ 3.8
2. Girls' and infants' wear	724,401	805,302	+11.2
3. Hosiery and gloves	1,031,038	1,129,618	+ 9.6
4. Lingerie and corsets	1,002,006	1,028,867	+ 2.7
5. Millinery	228,317	260,604	+14.1
6. Women's and children's apparel - (Total 1 - 5)	5,042,910	5,359,340	+ 6.3
7. Men's and boys' clothing and furnishings	2,863,137	3,163,319	+10.5
8. Drugs and toilet articles and preparations ..	580,675	607,966	+ 4.7
9. Piece goods	1,619,200	1,710,401	+ 5.6
10. Smallwares	872,328	907,316	+ 4.0
11. Food and kindred products	1,750,761	1,894,425	+ 8.2
12. Furniture	900,662	972,063	+ 7.9
13. Home furnishings	1,342,110	1,445,094	+ 7.7
14. Household appliances and electrical supplies	486,401	555,853	+14.3
15. Hardware and kitchen utensils	556,701	581,744	+ 4.5
16. Radios, musical instruments and supplies	463,454	381,956	-17.6
17. Shoes and other footwear	1,695,578	1,787,630	+ 5.4
18. Stationery, books and magazines	428,677	455,066	+ 6.2
19. All other departments, total	2,630,139	2,671,015	+ 1.6

(x) Based on sales of 21 firms.

(Average for 1930 = 100)

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	CANADA		Maritime Provinces		Quebec		Ontario		Prairie Provinces		British Columbia	
	Un- adjusted	Adjusted for seasonal variations	Un- adjusted	Adjusted for seasonal variations	Un- adjusted	Adjusted for seasonal variations	Un- adjusted	Adjusted for seasonal variations	Un- adjusted	Adjusted for seasonal variations	Un- adjusted	Adjusted for seasonal variations
1935 - November	88.5	75.4	86.5	76.4	74.7	69.4	87.0	74.7	102.2	83.3	91.1	86.4
December	116.5	78.7	123.0	73.3	108.4	67.5	121.9	72.3	114.1	74.5	123.5	80.4
Yearly Average ...	72.1	-	72.6	-	66.2	-	72.0	-	75.0	-	79.8	-
1936 - January	53.6	65.9	53.9	71.3	50.0	63.5	53.8	70.0	54.9	74.1	60.4	81.1
February	57.8	69.5	55.9	75.5	53.8	68.8	58.2	73.8	58.8	76.1	66.1	83.7
March	62.5	72.0	59.8	73.4	61.4	66.2	62.8	70.9	62.2	73.3	71.4	78.4
April	72.1	69.8	69.2	72.8	69.4	65.7	72.0	71.5	73.0	75.8	81.8	82.7
May	74.7	73.8	76.9	72.1	73.2	68.3	75.2	74.8	74.0	77.4	82.9	84.7
June	73.4	75.0	80.3	73.4	72.8	68.1	74.7	72.6	69.9	76.1	80.7	83.2
July	57.7	71.0	66.4	75.8	49.1	69.1	56.4	75.7	57.2	76.6	75.0	86.1
August	62.8	76.6	64.1	75.2	58.2	72.0	61.3	74.9	62.4	77.3	81.6	83.7
September	78.8	77.8	70.6	77.8	73.0	72.9	74.3	76.1	89.8	84.6	87.7	87.2
October	94.7	77.2	87.8	77.6	82.8	74.9	88.4	78.6	113.6	79.6	102.3	87.2
November	85.0	76.6	86.1	76.1	78.2	72.7	89.2	76.6	88.4	72.0	87.5	82.9
December	126.8	82.7	133.1	79.3	120.4	75.0	133.0	78.9	124.3	81.1	137.0	89.2
Yearly Average ...	75.0	-	75.3	-	70.2	-	74.9	-	77.4	-	84.5	-
1937 - January	57.2	72.3	58.2	77.0	56.4	71.7	57.7	75.0	56.6	76.4	62.9	84.4
February	58.6	74.3	55.3	74.7	55.6	71.1	59.4	75.3	58.9	76.2	66.7	84.4
March	70.8	72.7	65.8	80.7	70.0	75.5	70.0	79.0	70.7	83.4	84.0	92.2
April	77.6	80.3	75.2	79.0	77.6	73.5	78.0	77.5	76.8	79.7	85.8	86.8
May	79.9	79.2	89.6	84.0	83.3	77.7	78.7	78.3	77.0	80.5	87.5	89.4
June	80.5	82.3	90.4	82.6	82.9	77.6	82.7	80.3	73.4	79.9	88.5	91.2
July	63.0	76.6	75.8	86.6	56.7	79.7	60.4	81.0	60.2	80.6	82.8	95.1
August	65.2	80.8	70.6	82.9	61.2	75.8	62.0	75.8	61.6	76.4	89.1	91.4
September	81.4	80.1	76.4	84.1	83.1	83.1	79.3	81.3	80.4	75.7	93.8	93.3
October	94.6	80.0	92.7	81.9	87.1	78.7	92.7	82.4	100.9	70.7	102.5	87.4
November	92.4	80.4	90.2	79.7	84.0	78.1	90.5	77.6	100.2	81.7	98.4	93.3
Change, November, 1937	+ 8.7	-	+ 4.8	-	+ 7.4	-	+ 1.5	-	+13.3	-	+12.5	-
Change, Jan.-Nov., 1937	+ 6.2	-	+ 9.0	-	+10.5	-	+ 5.9	-	+ 1.6	-	+ 7.4	-

Index Numbers of Grocery and Meat Store Sales in Canada by Provinces (x)

(Base - Average for 1930 = 100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
35							
January	71.7	74.8	74.5	67.9	50.3	69.8	73.6
February	67.6	74.7	71.0	67.1	51.6	67.3	69.7
March	75.2	87.5	83.4	77.4	61.1	80.5	81.5
April	73.9	76.9	75.6	71.2	57.6	72.8	74.7
May	74.8	78.3	76.1	77.1	61.8	78.9	79.2
June	71.4	76.8	76.8	82.3	68.0	84.9	85.5
July	69.9	65.2	69.5	74.6	63.8	83.0	77.8
August	71.5	70.7	76.4	84.0	77.8	96.5	84.0
September	69.6	67.5	71.4	73.3	76.3	90.3	72.0
October	77.3	77.7	76.7	78.3	80.5	97.4	79.7
November	75.4	84.3	83.0	79.5	70.6	94.7	83.7
December	80.3	81.2	81.2	80.4	68.0	95.5	84.2
Yearly Average.	73.2	76.3	76.3	76.1	65.6	84.3	78.8
36							
January	75.2	83.3	79.5	72.3	54.3	80.6	77.2
February	74.2	83.5	80.9	75.0	57.4	85.4	78.9
March	74.8	83.4	78.4	73.1	57.5	84.3	75.1
April	73.8	77.9	78.1	74.9	59.1	85.5	76.3
May	79.3	83.1	83.6	84.7	66.5	94.2	80.2
June	74.1	76.6	76.5	85.5	67.9	91.6	78.8
July	74.2	71.1	78.4	83.2	70.5	93.0	79.6
August	74.8	68.3	79.0	85.2	81.3	95.8	84.0
September	74.9	69.6	77.8	84.2	90.4	101.1	80.4
October	83.4	82.1	88.1	88.9	84.9	97.6	86.0
November	73.4	72.9	77.7	75.4	61.6	84.2	84.6
December	88.4	85.1	93.7	83.9	79.2	105.4	106.2
Yearly Average.	76.7	78.1	81.0	80.5	69.2	91.6	82.3
37							
January	79.8	81.4	86.3	74.4	62.0	79.8	86.4
February	74.4	76.6	78.9	71.3	57.4	84.5	83.4
March	82.5	85.2	86.6	83.4	65.4	94.2	92.7
April	84.5	86.2	88.3	87.3	69.8	116.2	94.7
May	87.1	87.4	90.1	95.8	74.4	104.4	98.3
June	83.4	82.9	85.2	92.3	78.7	106.7	95.6
July	87.9	79.3	91.3	96.9	91.5	121.3	99.1
August	75.3	66.7	76.2	86.3	83.0	113.3	92.3
September	84.8	79.3	87.2	92.2	89.6	123.7	93.3
October	91.0	87.1	95.3	92.0	89.7	121.1	99.2
November	82.5	79.1	87.4	78.4	72.1	107.7	90.8
Change, November, 1937 November, 1936	+12.4	+ 8.5	+12.5	+ 4.0	+17.0	+27.9	+ 7.3
Change, Jan.-Nov., 1937 Jan.-Nov., 1936	+ 9.7	+ 4.6	+ 8.5	+ 7.7	+10.9	+18.1	+16.4

(x) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.

Index Numbers of Hardware Store Sales in Canada by Economic Divisions

(Base - Average for 1930 = 100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA (96 Firms)	Maritime Provinces (11 Firms)	Quebec (18 Firms)	Ontario (21 Firms)	Prairie Provinces (33 Firms)	British Columbia (13 Firms)
1935						
January	39.1	38.0	31.1	44.8	36.2	49.2
February	37.3	35.1	31.6	39.4	36.0	51.5
March	49.4	40.7	43.3	55.0	44.4	75.8
April	73.7	75.5	74.7	77.2	65.5	79.4
May	93.0	94.9	101.2	101.8	75.8	88.8
June	82.6	83.4	71.3	95.9	73.5	83.5
July	78.1	88.0	71.7	87.6	68.4	74.2
August	78.2	81.2	73.1	77.8	76.7	85.4
September	80.5	80.9	72.8	77.9	82.7	91.3
October	86.3	91.4	66.2	83.5	94.5	103.2
November	72.4	79.6	56.6	71.8	75.4	95.5
December	79.6	84.9	56.3	81.2	83.3	115.9
Yearly Average.	70.9	72.8	62.5	74.5	67.7	82.8
1936						
January	39.0	41.9	29.4	42.0	37.7	55.6
February	38.3	32.8	33.9	38.9	38.1	49.5
March	52.9	50.7	47.7	52.6	50.4	75.6
April	76.4	82.6	66.1	80.6	70.5	96.4
May	100.4	93.0	90.0	116.8	86.8	106.5
June	91.7	96.8	72.6	111.6	80.0	96.7
July	83.2	89.4	65.0	100.8	72.4	93.1
August	82.5	84.9	70.8	88.8	78.0	92.6
September	89.3	79.7	71.7	93.0	92.3	112.4
October	94.6	88.4	66.4	104.2	99.3	117.9
November	79.2	86.9	59.1	84.1	78.9	107.9
December	86.4	90.8	55.2	94.3	92.2	116.7
Yearly Average.	76.2	76.5	60.7	84.0	73.1	93.4
1937						
January	44.4	47.4	34.6	51.6	38.8	62.2
February	42.2	45.1	38.8	43.1	39.0	52.2
March	61.4	59.8	54.7	63.4	55.3	98.4
April	92.1	94.3	83.6	88.4	89.3	133.6
May	113.5	109.5	108.0	122.4	96.9	146.0
June	106.0	108.8	89.3	124.8	89.6	129.3
July	96.4	118.4	85.0	108.0	77.0	126.0
August	90.5	95.4	86.3	95.0	78.8	111.1
September	102.5	114.5	92.0	106.0	94.4	125.0
October	96.4	117.5	79.0	99.3	90.5	131.0
November	83.1	102.9	66.8	84.1	79.9	115.9
Change, November, 1937 November, 1936	+ 4.9	+18.4	+13.0	no change	+ 1.3	+ 7.4
Change, Jan.-Nov., 1937 Jan.-Nov., 1936	+12.2	+22.5	+21.6	+ 8.0	+ 5.7	+22.6

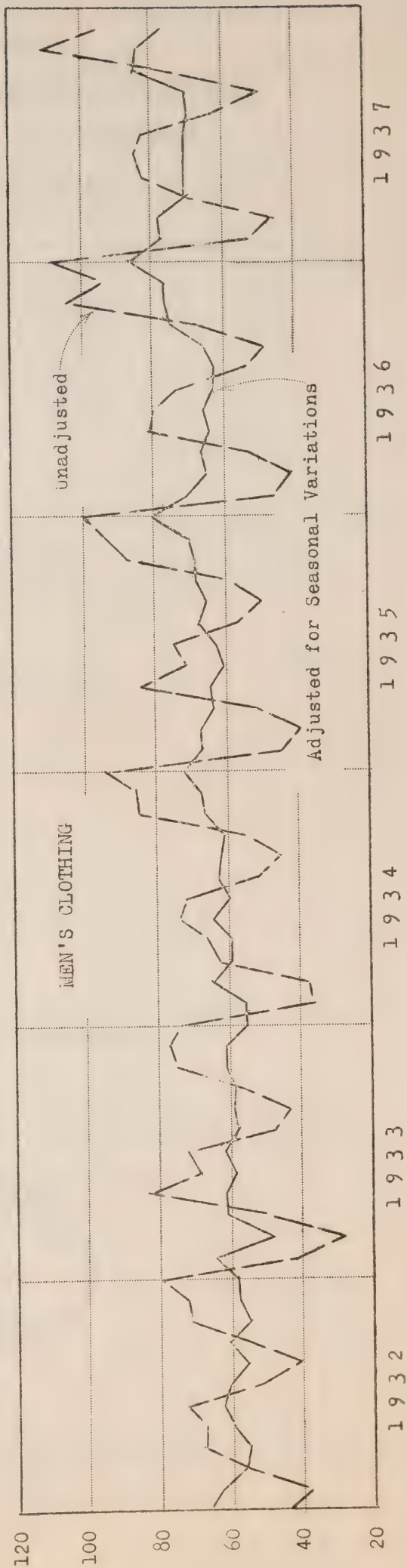
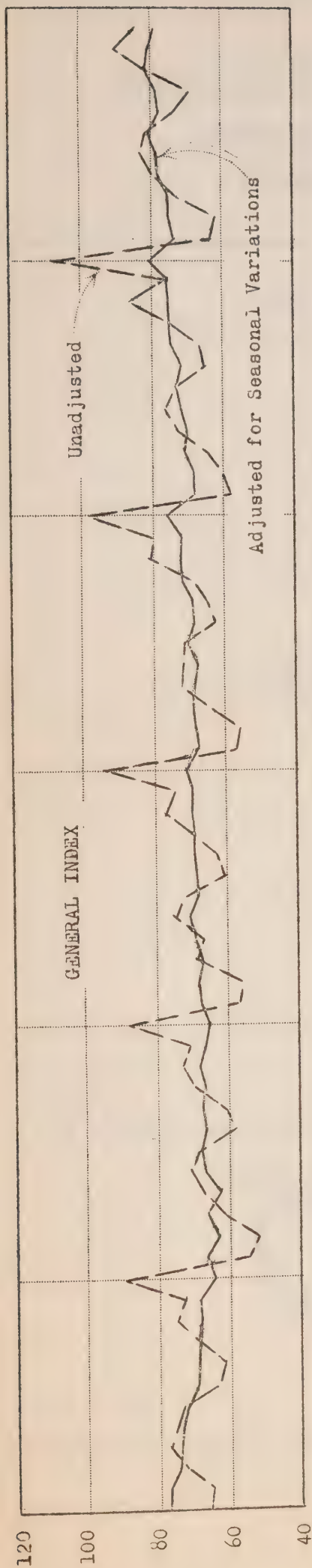
Index Numbers of Variety Store Sales in Canada by Economic Divisions

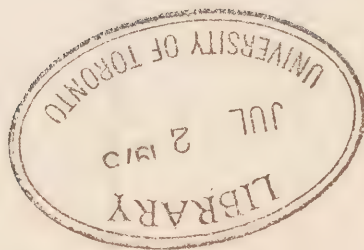
(Base - average for 1930 = 100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
5								
January	53.2	51.8	49.3	56.2	52.0	39.0	58.3	49.5
February	57.7	54.7	53.5	59.1	59.9	47.9	71.7	58.6
March	67.5	66.4	62.2	71.6	64.0	48.3	77.0	62.4
April	77.9	75.9	72.8	80.8	84.1	59.9	85.5	72.8
May	79.5	78.8	79.8	80.8	85.0	59.3	83.2	70.7
June	88.6	92.4	91.2	89.5	97.4	69.0	85.8	73.9
July	82.8	91.6	78.5	81.1	93.3	77.3	87.5	76.6
August	83.7	92.6	79.6	83.8	83.7	70.7	94.2	81.7
September	77.9	81.6	75.0	77.9	82.5	70.0	87.6	73.3
October	90.4	93.1	83.5	90.4	100.9	103.1	106.3	77.5
November	91.3	93.4	81.8	94.9	97.6	79.8	108.3	84.3
December	164.0	179.9	137.6	168.8	171.1	142.4	194.0	171.9
Early Average	84.5	87.7	78.7	86.2	89.3	72.2	95.0	79.4
6								
January	53.4	50.4	48.1	55.7	50.1	40.8	65.5	55.1
February	60.8	58.7	58.3	62.5	55.4	47.3	68.3	61.5
March	65.1	60.8	59.9	67.4	65.1	50.9	77.8	64.4
April	80.4	77.6	76.3	81.8	86.8	63.6	92.5	79.3
May	91.2	88.5	91.2	92.7	100.2	73.1	92.7	79.8
June	93.1	98.1	93.7	92.1	102.9	77.0	93.5	83.3
July	88.8	97.9	81.9	87.5	97.6	80.3	103.5	89.3
August	87.1	98.9	80.9	85.5	91.6	76.4	94.2	92.0
September	85.5	91.8	79.7	83.2	101.3	90.1	95.5	83.5
October	100.7	107.2	91.1	101.0	115.3	105.9	119.0	91.5
November	90.5	95.6	79.7	90.9	98.8	96.9	109.4	89.5
December	183.0	205.2	153.2	186.9	194.6	163.8	200.1	204.8
Early Average	90.0	94.2	82.8	90.6	96.6	80.5	101.0	89.5
7								
January	61.7	62.1	57.8	64.4	57.3	46.5	64.9	60.5
February	62.8	61.5	59.0	64.4	60.9	54.8	69.8	63.2
March	79.6	78.8	74.5	81.0	81.4	65.9	92.4	83.3
April	80.1	78.3	78.1	80.0	84.7	68.0	96.4	79.9
May	98.7	104.8	102.7	98.1	103.2	83.1	102.3	90.0
June	100.5	105.2	101.5	100.0	112.6	83.7	99.6	92.4
July	101.7	117.4	96.8	101.0	109.3	79.7	111.7	100.0
August	85.2	102.3	80.9	83.0	85.9	64.2	95.8	93.7
September	89.8	100.9	86.5	87.7	107.0	72.4	100.4	91.4
October	102.5	112.8	95.8	103.1	120.9	83.4	119.9	94.5
November	94.5	106.5	84.0	95.2	106.0	75.7	122.4	94.5
Change, November, 1937	+ 4.4	+11.4	+ 5.4	+ 4.7	+ 7.3	-21.9	+11.9	+ 5.6
November, 1936								
Change, Jan.-Nov., 1937	+ 6.7	+11.4	+ 9.1	+ 6.4	+ 6.6	- 3.1	+ 6.3	+ 8.5
Jan.-Nov., 1936								

INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)





C A N A D A

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

INTERNAL TRADE BRANCH

Vol. 7

No. 12

RETAIL SALES

IN

CANADA

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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RETAIL SALES IN CANADA, DECEMBER, 1937
(Indexes of Value)

The value of retail sales in Canada during December 1937, exceeded December 1936, by 7.9 per cent according to the unadjusted general index based on monthly returns from retail firms in 13 lines of business. An advance of 38.6 per cent is shown compared with November. The general index, on the basis of the average for 1930 as 100, was 116.3 for December, 83.9 for November and 107.8 for December, 1936. Comparable figures for December of previous years follow: 1935, 98.9; 1934, 96.1; 1933, 89.4; 1932, 90.6; 1931, 111.0; 1930, 126.3, and 1929, 139.1. It is seen that retail sales for December, 1937, were only 0.9 per cent below December, 1930, and they exceeded the average monthly sales for 1930 by 6.3 per cent.

The general index adjusted for number of business days and seasonal variations was 89.2 for December compared with 79.3 for November and 80.9 for December, 1936.

Compared with December, 1936, ten of the thirteen types of retail outlets covered reported increased business. Sales of grocery and meat stores and boot and shoe stores advanced 16.6 per cent and 15.6 per cent respectively. Clothing stores experienced very good increases in sales volume, men's clothing exceeding last December by 8.6 per cent and women's clothing, 6.1 per cent. The drug store trade increased 7.8 per cent and department stores indicated a percentage gain of 5.8. Music and radio sales improved 3.7 per cent and hardware, 3.5 per cent. Variety store sales were up 2.9 per cent and candy, 1.3 per cent. Dyers and cleaners, restaurants and furniture stores reported declines compared with December, 1936.

Preliminary figures for the calendar year 1937 indicate improvement over 1936 of 7.7 per cent for the thirteen lines of business covered in these monthly surveys. The greatest gains were made by the furniture trade, sales mounting 12.7 per cent. Hardware sales advanced 11.4 per cent; music and radios, 10.4 per cent, and groceries and meats, 10.4 per cent. Men's clothing stores reported a 9.1 per cent increase over 1936. The next best gain, 6.9 per cent, was shown for women's clothing.

Variety stores and drug stores both reported a 6.1 percentage increase while department stores gained 5.9 per cent. Sales of boots and shoes advanced 4.7 per cent; restaurant receipts were up 3.1 per cent, and dyeing and cleaning establishments experienced a 1.3 per cent gain for the year. The only decline was shown in candy sales which fell off 1.2 per cent.

Index Numbers of Department Store Sales by Economic Divisions

Sales of department stores in Canada during December advanced 5.8 per cent compared with December, 1936. Quebec stores reported a 10.9 percentage increase. British Columbia stores experienced a 6.8 per cent advance; the Maritime Provinces, 6.0 per cent; Ontario, 5.2 per cent, and the Prairie Provinces, 0.5 per cent.

December increases in the various regions are typical of average gains for the year. Annual sales in Quebec were 10.6 per cent greater in 1937 than in 1936. Gains for the other divisions were: Maritime Provinces, 8.5 per cent; British Columbia, 7.3 per cent; Ontario, 5.8 per cent, and the Prairie Provinces, 1.4 per cent. The 1937 total for Canada exceeded 1936 by 5.9 per cent.

Index Numbers of Grocery and Meat Store Sales by Economic Divisions

Lively buying for the Christmas season resulted in a substantial advance in sales of grocery and meat stores in Canada during December compared with December a year ago. The gains shown for every province were also large. Compared with a 16.6 per cent increase for the Dominion, Alberta sales were up 23.8 per cent; Ontario, 17.4 per cent; Quebec, 14.7 per cent; Saskatchewan, 13.8 per cent; Manitoba, 11.6 per cent, and British Columbia, 9.8 per cent.

Percentage gains for the year 1937 compared with 1936 were somewhat smaller than those shown for December. Canada totals indicate improvement of 10.4 per cent. Alberta sales gained 16.6 per cent; British Columbia, 15.7 per cent; Saskatchewan, 11.2 per cent; Ontario, 9.4 per cent; Manitoba, 8.0 per cent, and Quebec, 5.5 per cent.

Index Numbers of Hardware Store Sales by Economic Divisions

A mixed trend in provincial returns compared with December a year ago resulted in a 3.5 per cent advance in hardware sales for Canada. The Maritime Provinces experienced a 20.2 per cent gain in volume; Quebec, 16.1 per cent, and the Prairie Provinces, 0.4 per cent. Ontario firms reported a decline of 1.2 per cent and British Columbia sales fell off 4.1 per cent.

When figures for the year 1937 were compared with 1936, gains were noted for all sections of the Dominion. Very large gains were made in the Maritime Provinces, Quebec and British Columbia, where increases were recorded of 22.3 per cent, 21.2 per cent and 19.8 per cent respectively. The business of hardware stores in Ontario was 7.1 per cent better than in 1936, while the percentage gain for the Prairie Provinces was 5.2.

Index Numbers of Variety Store Sales by Economic Divisions

A 2.8 per cent increase was shown for variety store sales for Canada during December, 1937, compared with December, 1936. The trend of sales by provinces showed considerable variation. An increase of 11.5 per cent was experienced in the Maritime Provinces, while Alberta figures were up 7.2 per cent. Sales for Quebec increased 5.1 per cent; British Columbia, 2.6 per cent; Ontario, 2.5 per cent, and Manitoba, 0.5 per cent. Saskatchewan reported a decline of 17.5 per cent compared with a year ago.

Cumulative totals for the year 1937 were 6.1 per cent higher than 1936 for the Dominion. Gains ranged within a narrow margin, varying from 5.6 per cent for Manitoba to 11.4 per cent for the Maritime Provinces. Saskatchewan sales for the year were down 5.5 per cent.

Corresponding-Month Comparison of Retail Sales in Canada by Kinds of Business

Kind of Business	November, 1937			December, 1937			Jan.-Dec., 1937	
	+ or - p.c.			+ or - p.c.			+ or - p.c.	
	compared with			compared with			compared with	
	Nov., 1930	Nov., 1936	Oct., 1937	Dec., 1930	Dec., 1936	Nov., 1937	Jan.-Dec., 1930	Jan.-Dec., 1936
General Index	-14.9	+ 8.1	- 7.0	- 7.9	+ 7.9	+38.6	-20.3	+ 7.7
Boots and Shoes	-27.6	-13.7	-17.5	- 2.3	+15.6	+76.7	-20.6	+ 4.7
Candy	-39.3	+ 4.9	-17.0	-28.3	+ 1.3	+136.2	-40.1	- 1.2
Men's Clothing	- 1.5	+ 2.9	-13.5	+ 8.8	+ 8.6	+24.6	-22.1	+ 9.1
Women's Clothing	-26.4	+ 6.9	-10.6	- 8.2	+ 6.1	+118.8	-31.6	+ 6.9
Departmental	-11.4	+ 8.1	- 2.2	- 7.3	+ 5.8	+45.9	-20.6	+ 5.9
Drugs	-17.4	+ 5.0	- 9.2	- 7.4	+ 7.8	+30.7	-19.4	+ 6.1
Dyers and Cleaners	-18.5	+16.3	-16.5	- 7.6	- 2.0	+ 3.2	-21.1	+ 1.3
Furniture	- 9.1	+10.4	-10.0	-15.2	- 4.0	+ 3.2	-11.0	+12.7
Groceries and Meats ...	-13.4	+12.4	- 9.4	- 2.1	+16.6	+25.0	-15.3	+10.4
Hardware	-16.1	+ 4.9	-13.8	-18.6	+ 3.5	+ 7.6	-15.2	+11.4
Music and Radio	-47.8	+17.4	+ 8.7	-52.9	+ 3.7	+12.9	-46.7	+10.4
Restaurants	-36.8	+ 4.3	- 2.0	-40.4	- 4.3	+ 3.8	-44.6	+ 3.1
Variety	- 7.0	+ 4.4	- 7.8	+ 1.2	+ 2.9	+99.2	- 4.5	+ 6.1

Department Store Sales in Canada by Selected Departments

Sales of the twenty-two department stores which reported December sales by principal departments advanced 6.1 per cent during December compared with December a year ago.

The best gain was experienced in household appliances and electrical supplies, demand for which increased 18.7 per cent. Sales of shoes and footwear improved 13.8 per cent. Better than average gains were also shown for the following departments: girls' and infants' wear, 10.9 per cent; millinery, 9.3 per cent; hosiery and gloves, 8.7 per cent; drugs and toilet articles, 8.7 per cent; hardware and kitchen utensils, 7.7 per cent; food, 7.5 per cent, and men's and boys' clothing, 7.5 per cent. Smaller gains

were shown for stationery, books and magazines, 5.9 per cent; smallwares, 3.8 per cent; lingerie and corsets, 3.8 per cent; home furnishings, 3.3 per cent; women's dresses, coats and suits, 3.0 per cent; furniture, 2.4 per cent, and piece goods, 2.4 per cent. Sales of radios, musical instruments and supplies declined 23.5 per cent compared with December, 1936.

Comparison of Trends in Department Store Sales in Canada and the United States

The Bureau of Foreign and Domestic Commerce in Washington compiles and publishes monthly indexes of sales for department stores in the United States. A comparison of these indexes for the period 1930 to 1937 with corresponding data for Canadian firms (including mail order houses) reveals considerable differences in trend in the two countries.

While department store sales fell off to a somewhat greater extent in the United States than in Canada during the period 1930 to 1933, the recovery since the mid-depression year in the former country considerably exceeds that recorded in the latter. Dollar sales of department stores in the United States declined 34.5 per cent between 1930 and 1933, the index of sales for the latter year on the base 1930 equals 100 standing at 65.5. The following four years witnessed successive percentage gains of 12 per cent in 1934, 5 per cent in 1935, 12 per cent in 1936 and 5 per cent in 1937, resulting in sales for the latter year standing 39 per cent above the low point reached in 1933 and within 10 per cent of the 1930 level.

Canadian department store sales were 32.5 per cent lower in 1933 than in 1930. Since that time a more moderate improvement than that recorded in the United States has taken place resulting in sales for 1937 standing 17 per cent above the 1933 figure although still nearly 21 per cent below the 1930 level.

Department store sales in the United States were 12 per cent greater in 1936 than in 1935 while in Canada the gain for the same period was 3 per cent. On the other hand, the gain in 1937 over 1936 was greater in Canada at 6 per cent compared with 5 per cent in the United States.

Annual averages for the two countries are shown below while the monthly indexes for years 1932 to 1937 are shown in Charts Nos. 3 and 4. The seasonally adjusted indexes for the United States reveal a slight downward trend during the latter months of 1937, a recession finding no apparent counterpart in the Canadian curve. December sales in Canada were 7 per cent higher in 1937 than in 1936 while corresponding data for the United States show a decline of 2 per cent.

Indexes of Department Store Sales in Canada and the United States

(Annual Averages of Monthly Indexes Corrected for Number of Business Days)

(1930 = 100)

<u>Year</u>	<u>Canada</u>	<u>United States</u>
1930	100.0	100.0
1931	87.4	89.8
1932	70.7	67.9
1933	67.5	65.5
1934	71.1	73.4
1935	72.1	77.3
1936	74.6	86.3
1937	79.3	90.8

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	General Index (314 Firms)			Boots and Shoes (17 Chains)			Candy (7 Chains)			Men's Clothing (18 Chains)			Women's Clothing (13 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
December, 1929	139.1	143.4	107.9	155.6	160.7	114.0	201.5	206.7	111.1	132.7	138.2	108.0	181.1	188.4	101.8
December, 1930	126.3	126.5	95.1	130.9	131.9	93.6	162.0	161.0	86.6	109.7	110.7	86.5	150.7	151.8	82.1
December, 1931	111.0	110.9	83.4	123.9	124.9	88.6	154.6	153.0	82.3	89.0	89.7	70.1	134.2	135.1	73.0
December, 1932	90.6	86.0	64.7	102.7	96.7	68.6	131.4	123.0	66.1	80.2	74.9	58.5	127.1	118.5	64.1
December, 1933	89.4	87.8	66.0	96.1	93.1	66.0	112.1	107.9	58.0	74.0	71.3	55.7	125.0	120.2	65.0
December, 1934	96.1	95.4	71.7	121.5	117.0	82.9	115.4	112.0	60.2	94.7	92.9	72.6	122.2	119.8	84.7
December, 1935	98.9	102.1	76.8	117.2	121.0	85.8	116.8	119.7	64.3	100.4	104.5	81.6	121.7	126.6	68.4
December, 1936	107.8	107.6	80.9	110.6	111.5	79.1	114.7	113.5	61.0	109.9	110.7	86.5	130.4	131.2	70.9
December, 1937	116.3	118.7	89.2	127.9	135.9	96.4	116.2	114.1	61.4	119.4	124.3	97.1	138.3	143.7	77.7
1936															
December	107.8	107.6	80.9	110.6	111.5	79.1	114.7	113.5	61.0	109.9	110.7	86.5	130.4	131.2	70.9
1937(a)															
January	62.8	62.0	73.8	44.0	42.7	64.7	43.2	41.7	55.6	52.7	51.5	78.0	43.3	42.2	61.2
February	61.6	65.7	75.5	43.4	46.2	72.1	55.3	60.0	65.2	45.9	48.8	78.6	44.1	46.8	68.8
March	73.3	73.8	75.3	62.8	63.3	71.9	85.3	84.7	65.2	70.0	71.2	71.2	59.5	60.4	65.7
April	79.5	78.5	78.5	81.2	80.9	77.8	47.7	48.4	56.9	82.9	81.9	71.3	71.8	70.9	65.6
May	83.4	82.5	78.6	97.7	94.8	81.0	62.0	60.3	61.5	85.0	83.1	71.0	71.3	69.6	63.3
June	82.0	81.9	81.1	113.1	114.0	85.7	44.9	45.8	59.5	82.6	82.6	71.2	76.4	76.3	63.6
July	74.0	70.4	78.3	81.0	76.3	74.8	50.8	47.5	55.9	63.2	59.5	70.0	69.7	65.5	70.5
August	68.8	68.9	79.2	59.2	59.4	71.6	50.1	51.3	52.4	49.3	49.7	71.0	51.7	52.1	68.5
September	81.1	82.6	81.2	82.8	85.5	88.2	55.2	56.1	60.3	76.7	78.2	85.1	61.2	62.3	69.2
October	90.2	86.5	80.6	87.8	82.7	85.2	59.3	57.1	60.1	110.7	104.3	84.1	70.7	66.4	69.2
November	83.9	84.0	79.3	72.4	72.8	67.4	49.2	50.4	58.5	95.8	96.6	77.3	63.2	63.6	68.4
December	116.3	118.7	89.2	127.9	135.9	96.4	116.2	114.1	61.4	119.4	124.3	97.1	138.3	143.7	77.7

(a) Subject to final revision.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Departmental (36 Firms)			Drugs (24 Chains)			Dyers and Cleaners (8 Chains)			Furniture (26 Firms)			Groceries and Meats (34 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
December, 1929	154.1	158.3	104.2	116.9	117.7	103.3	78.7	80.6	104.6	141.9	145.6	115.6	114.7	119.9	112.0
December, 1930	144.7	144.0	94.7	109.0	107.6	94.4	73.9	72.7	94.4	113.7	112.6	89.4	105.3	107.5	100.4
December, 1931	128.2	127.0	83.6	102.3	100.3	88.0	58.8	57.9	75.1	98.5	97.5	78.0	92.8	94.3	88.2
December, 1932	98.8	95.6	62.9	87.8	83.9	73.6	50.5	49.7	64.5	61.8	59.8	51.1	82.1	75.6	70.6
December, 1933	102.4	103.1	67.8	82.3	80.1	70.3	54.8	56.1	72.8	63.7	63.8	56.9	78.6	74.5	69.6
December, 1934	114.3	115.5	76.0	85.4	84.0	73.6	59.1	60.4	78.5	76.4	76.6	69.0	75.3	73.0	68.2
December, 1935	116.5	119.6	78.7	87.9	88.4	77.5	56.6	57.8	75.1	81.7	84.1	75.8	80.3	83.9	78.4
December, 1936	126.8	125.7	82.7	93.6	91.6	80.4	69.7	68.5	88.9	100.4	99.4	89.5	88.4	89.7	83.9
December, 1937	134.1	134.0	88.1	100.9	98.5	86.4	68.3	67.1	87.2	96.4	97.8	88.1	103.1	109.0	101.9
1936															
December	126.8	125.7	82.7	93.6	91.6	80.4	69.7	68.5	88.9	100.4	99.4	89.5	88.4	89.7	83.9
1937(a)															
January	57.2	57.8	72.3	78.3	76.2	79.4	48.5	49.6	69.8	58.5	58.6	88.8	79.8	77.0	79.3
February	58.6	62.4	74.3	75.6	82.0	81.1	49.4	52.6	75.1	68.2	72.5	87.4	74.4	78.9	80.6
March	70.8	70.5	72.7	81.1	80.0	79.2	70.5	69.2	69.2	78.1	77.3	88.9	82.5	84.7	84.7
April	77.6	76.3	80.3	77.1	77.7	78.5	96.7	95.0	73.1	99.3	98.3	84.0	84.5	83.4	81.0
May	79.9	80.8	79.2	76.5	75.2	78.3	105.6	107.9	86.3	111.2	111.3	88.4	87.1	84.0	79.2
June	80.5	79.8	82.3	77.6	78.5	77.8	109.4	107.5	96.9	93.3	92.3	93.3	83.4	83.9	83.9
July	62.6	60.9	76.1	80.3	76.7	79.0	81.6	80.2	81.8	75.1	72.7	93.2	87.9	81.7	83.4
August	64.8	64.2	80.3	78.6	79.1	80.7	76.0	74.6	77.7	88.5	87.6	87.6	75.3	76.4	83.0
September	80.9	82.8	79.6	78.4	79.3	80.9	94.8	96.8	80.0	102.5	105.1	87.6	84.8	86.3	86.4
October	94.0	91.4	79.5	85.0	82.7	83.6	79.3	77.9	70.2	103.8	100.4	89.7	91.1	84.7	84.7
November	91.9	91.1	79.9	77.2	78.6	78.6	66.2	65.0	72.3	93.4	92.4	91.5	82.5	83.7	84.5
December	134.1	134.0	88.1	100.9	98.5	86.4	68.3	67.1	87.2	96.4	97.8	88.1	103.1	109.0	101.9

(a) Subject to final revision.

INDEX NUMBERS OF RETAIL SALES - (AVERAGE FOR 1930 = 100)

A. Unadjusted. B. Corrected for Number of Business Days.
C. Adjusted for Number of Business Days and Seasonal Variations.

Year and Month	Hardware (96 Firms)			Music and Radio (9 Chains)			Restaurants (14 Chains)			Variety (12 Chains)		
	A	B	C	A	B	C	A	B	C	A	B	C
December, 1929	134.7	138.0	123.2	197.8	202.7	120.0	110.1	109.4	107.3	194.2	200.8	108.5
December, 1930	109.8	108.2	96.6	171.5	168.9	100.0	96.1	94.3	92.5	186.0	187.8	101.5
December, 1931	91.7	90.4	80.7	102.8	101.3	60.7	81.6	80.0	78.5	180.4	181.4	98.1
December, 1932	59.1	58.2	52.0	61.3	60.4	37.3	62.7	60.7	59.5	147.7	138.6	74.9
December, 1933	63.1	64.7	57.7	53.8	55.1	34.9	55.0	53.9	52.9	145.2	140.5	76.0
December, 1934	77.6	79.5	71.0	67.4	69.2	43.8	53.7	52.9	51.8	159.6	155.1	83.8
December, 1935	79.6	81.5	72.8	67.7	69.5	44.0	55.7	55.4	54.3	164.0	169.7	91.7
December, 1936	86.4	84.8	75.7	77.8	76.8	48.6	59.9	58.8	57.6	183.0	184.1	99.5
December, 1937	89.4	87.8	78.4	80.7	79.6	50.4	57.3	56.1	55.0	188.2	200.4	108.3
<u>1936</u>												
December	86.4	84.8	75.7	77.8	76.8	48.6	59.9	58.8	57.6	183.0	184.1	99.5
<u>1937(a)</u>												
January	44.4	45.3	82.4	46.2	47.4	57.1	52.9	51.9	55.8	61.7	59.9	89.4
February	42.2	44.9	80.2	47.1	50.4	57.9	50.7	55.1	57.3	62.8	66.9	90.3
March	61.4	60.3	86.2	46.7	46.1	56.2	57.1	56.1	57.8	79.6	80.4	96.9
April	92.1	90.4	87.0	50.9	50.3	62.1	56.2	56.7	56.2	80.1	79.9	89.8
May	113.5	115.8	85.2	54.0	55.5	63.8	54.2	53.4	53.4	98.7	95.9	92.2
June	106.0	104.1	87.5	44.4	43.8	61.7	53.4	54.2	53.6	100.5	101.1	98.2
July	96.4	94.6	86.0	37.5	37.0	56.9	56.7	55.0	53.4	101.7	95.9	95.9
August	90.5	88.9	86.3	34.1	33.6	44.3	58.4	58.1	54.8	85.2	85.7	93.1
September	102.5	104.7	87.2	61.1	62.7	45.8	56.8	57.6	54.9	89.8	92.5	95.4
October	96.4	94.6	82.3	65.8	65.0	49.2	56.3	55.3	55.3	102.5	96.6	92.0
November	83.1	81.6	81.6	71.5	70.5	50.0	55.2	55.9	58.3	94.5	95.0	94.1
December	89.4	87.8	78.4	80.7	79.6	50.4	57.3	56.1	55.0	188.2	200.4	108.3

(a) Subject to final revision.

	CANADA		Maritime Provinces		Quebec		Ontario		Prairie Provinces		British Columbia	
	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations	Un-adjusted	Adjusted for seasonal variations
1935 - December	116.5	78.7	123.0	73.3	103.4	67.5	121.9	72.3	114.1	74.5	123.5	80.4
Yearly Average	72.1	-	72.6	-	66.2	-	72.0	-	75.0	-	79.8	-
1936 - January	53.6	65.9	53.9	71.3	50.0	63.5	53.8	70.0	54.9	74.1	60.4	81.1
February	57.3	69.5	55.9	75.5	53.8	68.8	58.2	73.8	58.8	76.1	66.1	83.7
March	62.5	72.0	59.8	73.4	61.4	66.2	62.8	70.9	62.2	73.3	71.4	76.4
April	72.1	69.8	69.2	72.8	69.4	65.7	72.0	71.5	73.0	75.8	81.8	82.7
May	74.7	73.8	76.9	72.1	73.2	67.3	75.2	74.8	74.0	77.4	82.9	84.7
June	73.4	75.0	80.3	73.4	72.8	68.1	74.7	72.6	69.9	76.1	80.7	83.2
July	57.7	71.0	66.4	75.8	49.1	69.1	56.4	75.7	57.2	76.6	75.0	86.1
August	62.8	76.6	64.1	75.2	58.2	72.0	61.3	74.9	62.4	77.3	81.6	83.7
September	78.8	77.8	70.6	77.8	73.0	72.9	74.3	76.1	89.8	84.6	87.7	87.2
October	94.7	77.2	87.8	77.6	82.8	74.9	88.4	78.6	113.6	79.6	102.3	87.2
November	85.0	76.6	86.1	76.1	78.2	72.7	89.2	76.6	88.4	72.0	87.5	82.9
December	126.8	82.7	133.1	79.3	120.4	75.0	133.0	78.9	124.3	81.1	137.0	89.2
Yearly Average	75.0	-	75.3	-	70.2	-	74.9	-	77.4	-	84.5	-
1937 - January	57.2	72.3	58.2	77.0	56.4	71.7	57.7	75.0	56.6	76.4	62.9	84.4
February	58.6	74.3	55.3	74.7	55.6	71.1	59.4	75.3	58.9	76.2	66.7	84.4
March	70.8	72.7	65.8	80.7	70.0	75.5	70.0	79.0	70.7	83.4	84.0	92.2
April	77.6	80.3	75.2	79.0	77.6	73.5	78.0	77.5	76.8	79.7	85.8	86.8
May	79.9	79.2	89.6	84.0	83.3	77.7	78.7	78.3	77.0	80.5	87.5	89.4
June	80.5	82.3	90.4	82.6	82.9	77.6	82.7	80.3	73.4	79.9	88.5	91.2
July	62.6	76.1	75.8	86.6	56.7	79.7	60.4	81.0	60.2	80.6	82.8	95.1
August	64.8	80.3	70.6	82.9	61.2	75.8	62.0	75.8	61.6	76.4	89.1	91.4
September	80.9	79.6	76.4	84.1	83.1	83.1	79.3	81.3	80.4	75.7	93.8	93.3
October	94.0	79.5	92.7	81.9	87.1	78.7	92.7	82.4	100.9	70.7	102.5	87.4
November	91.9	79.9	90.2	79.7	84.0	76.1	90.5	77.7	100.2	81.7	98.4	93.3
December	134.1	88.1	141.1	84.1	133.5	83.1	139.9	83.0	124.9	81.5	146.3	95.2
Yearly Average	79.4	-	81.8	-	77.6	-	79.3	-	78.5	-	90.7	-
% Change, December, 1937/1936	+ 5.8	-	+ 6.0	-	+10.9	-	+ 5.2	-	+ 0.5	-	+ 6.8	-
% Change, Jan.-Dec., 1937/1936	+ 5.9	-	+ 8.5	-	+10.6	-	+ 5.8	-	+ 1.4	-	+ 7.3	-

Index Numbers of Grocery and Meat Store Sales in Canada by Provinces^(x)

(Base - Average for 1930 = 100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
1935							
January	71.7	74.8	74.5	67.9	50.3	69.8	73.6
February	67.6	74.7	71.0	67.1	51.6	67.3	69.7
March	75.2	87.5	83.4	77.4	61.1	80.5	81.5
April	73.9	76.9	75.6	71.2	57.6	72.8	74.7
May	74.8	78.3	76.1	77.1	61.8	78.9	79.2
June	71.4	76.8	76.8	82.3	68.0	84.9	85.5
July	69.9	65.2	69.5	74.6	63.8	83.0	77.8
August	71.5	70.7	76.4	84.0	77.8	96.5	84.0
September	69.6	67.5	71.4	73.3	76.3	90.3	72.0
October	77.3	77.7	76.7	78.3	80.5	97.4	79.7
November	75.4	84.3	83.0	79.5	70.6	94.7	83.7
December	80.3	81.2	81.2	80.4	68.0	95.5	84.2
Yearly Average.	73.2	76.3	76.3	76.1	65.6	84.3	78.8
1936							
January	75.2	83.3	79.5	72.3	54.3	80.6	77.2
February	74.2	83.5	80.9	75.0	57.4	85.4	78.9
March	74.8	83.4	78.4	73.1	57.5	84.3	75.1
April	73.8	77.9	78.1	74.9	59.1	85.5	76.3
May	79.3	83.1	83.6	84.7	66.5	94.2	80.2
June	74.1	76.6	76.5	85.5	67.9	91.6	78.8
July	74.2	71.1	78.4	83.2	70.5	93.0	79.6
August	74.8	68.3	79.0	85.2	81.3	95.8	84.0
September	74.9	69.6	77.8	84.2	90.4	101.1	80.4
October	83.4	82.1	88.1	88.9	84.9	97.6	86.0
November	73.4	72.9	77.7	75.4	61.6	84.2	84.6
December	88.4	85.1	93.7	83.9	79.2	105.4	106.2
Yearly Average.	76.7	78.1	81.0	80.5	69.2	91.6	82.3
1937							
January	79.8	81.4	86.3	74.4	62.0	79.8	86.4
February	74.4	76.6	78.9	71.3	57.4	84.5	83.4
March	82.5	85.2	86.6	83.4	65.4	94.2	92.7
April	84.5	86.2	88.3	87.3	69.8	116.2	94.7
May	87.1	87.4	90.1	95.8	74.4	104.4	98.3
June	83.4	82.9	85.2	92.3	78.7	106.7	95.6
July	87.9	79.3	91.3	96.9	91.5	121.3	99.1
August	75.3	66.7	76.2	86.3	83.0	113.3	92.3
September	84.8	79.3	87.2	92.2	89.6	123.7	93.3
October	91.1	87.1	95.4	92.0	89.7	121.1	99.2
November	82.5	79.0	87.4	78.4	72.1	107.7	90.9
December	103.1	97.6	110.0	93.6	90.1	130.5	116.6
Yearly Average.	84.7	82.4	88.6	87.0	77.0	108.6	95.2
% Change, December, 1937. December, 1936	+16.6	+14.7	+17.4	+11.6	+13.8	+23.8	+ 9.8
% Change, Jan.-Dec., 1937 Jan.-Dec., 1936	+10.4	+ 5.5	+ 9.4	+ 8.0	+11.2	+18.6	+15.7

(x) Figures for the Maritime Provinces are withheld to avoid disclosing individual operations.

Index Numbers of Hardware Store Sales in Canada by Economic Divisions

(Base - Average for 1930 = 100)

(Unadjusted for Seasonal Variations)

Year and Month	CANADA (96 Firms)	Maritime Provinces (11 Firms)	Quebec (18 Firms)	Ontario (21 Firms)	Prairie Provinces (33 Firms)	British Columbia (13 Firms)
<u>1935</u>						
January	39.1	38.0	31.1	44.8	36.2	49.2
February	37.3	35.1	31.6	39.4	36.0	51.5
March	49.4	40.7	43.3	55.0	44.4	75.8
April	73.7	75.5	74.7	77.2	65.5	79.4
May	93.0	94.9	101.2	101.8	75.8	88.8
June	82.6	83.4	71.3	95.9	73.5	83.5
July	78.1	88.0	71.7	87.6	68.4	74.2
August	78.2	81.2	73.1	77.8	76.7	85.4
September	80.5	80.9	72.8	77.9	82.7	91.3
October	86.3	91.4	66.2	83.5	94.5	103.2
November	72.4	79.6	56.6	71.8	75.4	95.5
December	79.6	84.9	56.3	81.2	83.3	115.9
Yearly Average	70.9	72.8	62.5	74.5	67.7	82.8
<u>1936</u>						
January	39.0	41.9	29.4	42.0	37.7	55.6
February	38.3	32.8	33.9	38.9	38.1	49.5
March	52.9	50.7	47.7	52.6	50.4	75.6
April	76.4	82.6	66.1	80.6	70.5	96.4
May	100.4	93.0	90.0	116.8	86.8	106.5
June	91.7	96.8	72.6	111.6	80.0	96.7
July	83.2	89.4	65.0	100.8	72.4	93.1
August	82.5	84.9	70.8	88.8	78.0	92.6
September	89.3	79.7	71.7	93.0	92.3	112.4
October	94.6	88.4	66.4	104.2	99.3	117.9
November	79.2	86.9	59.1	84.1	78.9	107.9
December	86.4	90.8	55.2	94.3	92.2	116.7
Yearly Average	76.2	76.5	60.7	84.0	73.1	93.4
<u>1937</u>						
January	44.4	47.4	34.6	51.6	38.8	62.2
February	42.2	45.1	38.8	43.1	39.0	52.2
March	61.4	59.8	54.7	63.4	55.3	98.4
April	92.1	94.3	83.6	88.4	89.3	133.6
May	113.5	109.5	108.0	122.4	96.9	146.0
June	106.0	108.8	89.3	124.8	89.6	129.3
July	96.4	118.4	85.0	108.0	77.0	126.0
August	90.5	95.4	86.3	95.0	78.8	111.1
September	102.5	114.5	92.0	106.0	94.4	125.0
October	96.4	117.5	79.0	99.5	90.5	131.0
November	83.1	102.9	66.8	83.4	79.9	116.5
December	89.4	109.1	64.1	93.2	92.6	111.9
Yearly Average	84.8	93.6	73.5	89.9	76.8	111.9
% Change, December, 1937 December, 1936	+ 3.5	+20.2	+16.1	- 1.2	+ 0.4	- 4.1
% Change, Jan.-Dec., 1937 Jan.-Dec., 1936	+11.4	+22.3	+21.2	+ 7.1	+ 5.2	+19.8

Index Numbers of Variety Store Sales in Canada by Economic Divisions

(Base - Average for 1930 = 100)

(Unadjusted for Seasonal Variations)

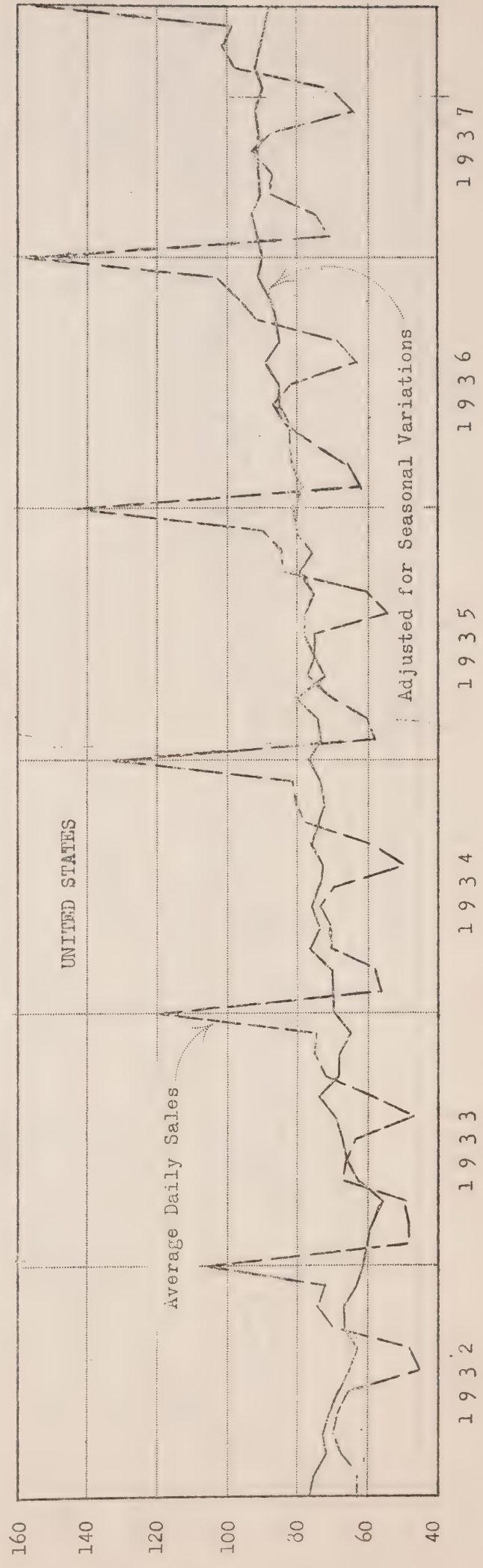
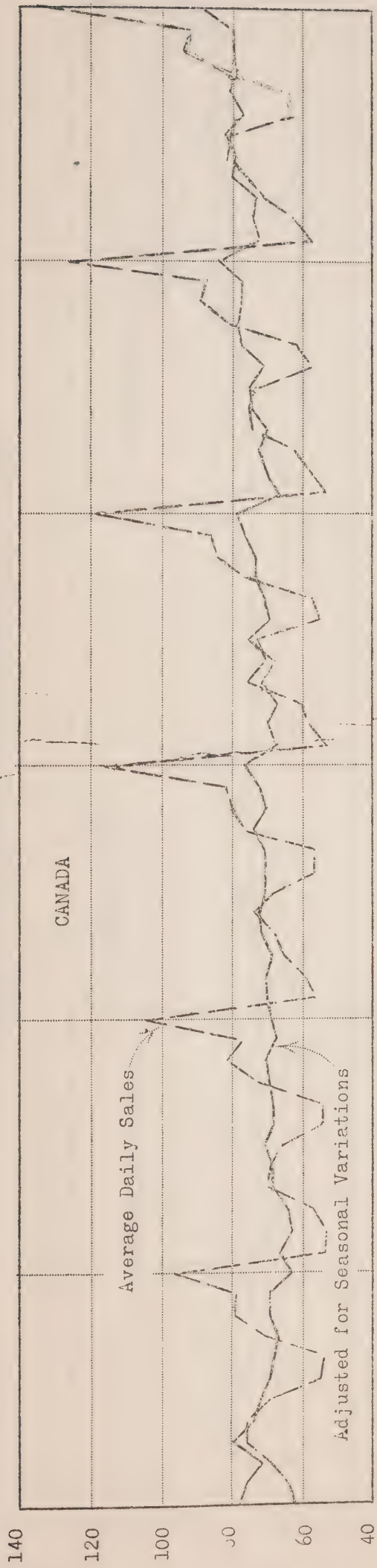
Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
1935								
January	53.2	51.8	49.3	56.2	52.0	39.0	58.3	49.5
February	57.7	54.7	53.5	59.1	59.9	47.9	71.7	58.6
March	67.5	66.4	62.2	71.6	64.0	48.3	77.0	62.4
April	77.9	75.9	72.8	80.8	84.1	59.9	85.5	72.8
May	79.5	78.8	79.8	80.8	85.0	59.3	83.2	70.7
June	88.6	92.4	91.2	89.5	97.4	69.0	85.8	73.9
July	82.8	91.6	78.5	81.1	93.3	77.3	87.5	76.6
August	83.7	92.6	79.6	83.8	83.7	70.7	94.2	81.7
September	77.9	81.6	75.0	77.9	82.5	70.0	87.6	73.3
October	90.4	93.1	83.5	90.4	100.9	103.1	106.3	77.5
November	91.3	93.4	81.8	94.9	97.6	79.8	108.3	84.3
December	164.0	179.9	137.6	168.8	171.1	142.4	194.0	171.9
Yearly Average .	84.5	87.7	78.7	86.2	89.3	72.2	95.0	79.4
1936								
January	53.4	50.4	48.1	55.7	50.1	40.8	65.5	55.1
February	60.8	58.7	58.3	62.5	55.4	47.3	68.3	61.5
March	65.1	60.8	59.9	67.4	65.1	50.9	77.8	64.4
April	80.4	77.6	76.3	81.8	86.8	63.6	92.5	79.3
May	91.2	88.5	91.2	92.7	100.2	73.1	92.7	79.8
June	93.1	98.1	93.7	92.1	102.9	77.0	93.5	83.3
July	88.8	97.9	81.9	87.5	97.6	80.3	103.5	89.3
August	87.1	98.9	80.9	85.5	91.6	76.4	94.2	92.0
September	85.5	91.8	79.7	83.2	101.3	90.1	95.5	83.5
October	100.7	107.2	91.1	101.0	115.3	105.9	119.0	91.5
November	90.5	95.6	79.7	90.9	98.8	96.9	109.4	89.5
December	183.0	205.2	153.2	186.9	194.6	163.8	200.1	204.8
Yearly Average .	90.0	94.2	82.8	90.6	96.6	80.5	101.0	89.5
1937								
January	61.7	62.1	57.8	64.4	57.3	46.5	64.9	60.5
February	62.8	61.5	59.0	64.4	60.9	54.8	69.8	63.2
March	79.6	78.8	74.5	81.0	81.4	65.9	92.4	83.3
April	80.1	78.3	78.1	80.0	84.7	68.0	96.4	79.9
May	98.7	104.8	102.7	98.1	103.2	83.1	102.3	90.0
June	100.5	105.2	101.5	100.0	112.6	83.7	99.6	92.4
July	101.7	117.4	96.8	101.0	109.3	79.7	111.7	100.0
August	85.2	102.3	80.9	83.0	85.9	64.2	95.8	93.7
September	89.8	100.9	86.5	87.7	107.0	72.4	100.4	91.4
October	102.5	112.8	95.8	103.1	120.9	83.4	119.9	94.5
November	94.5	106.5	84.0	95.2	106.0	75.7	122.4	94.5
December	188.2	228.7	161.0	191.5	195.6	135.2	214.5	210.2
Yearly Average .	95.4	104.9	89.9	95.8	102.1	76.1	107.5	96.1
% Change, December, 1937 December, 1936	+ 2.8	+11.5	+ 5.1	+ 2.5	+ 0.5	-17.5	+ 7.2	+ 2.6
% Change, Jan.-Dec., 1937 Jan.-Dec., 1936	+ 6.1	+11.4	+ 8.5	+ 5.7	+ 5.6	- 5.5	+ 6.4	+ 7.4

DEPARTMENTAL STORE SALES IN CANADA BY SELECTED DEPARTMENTS (x)

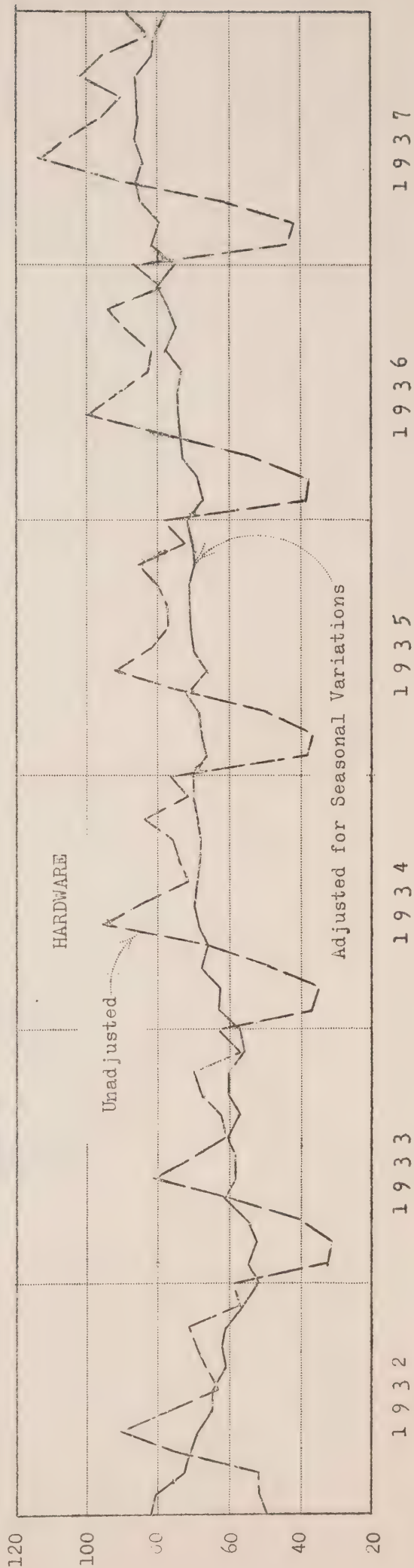
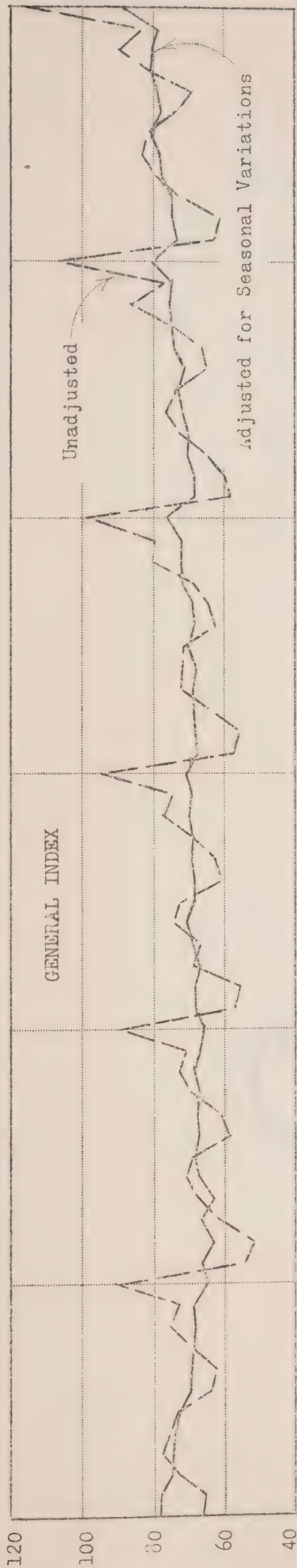
	December, 1936	December, 1937	% Change, 1937/36
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	32,056,493	34,002,529	+ 6.1
1. Women's dresses, coats and suits	2,260,125	2,326,965	+ 3.0
2. Girls' and infants' wear	1,050,275	1,165,131	+10.9
3. Hosiery and gloves	1,846,118	2,005,876	+ 8.7
4. Lingerie and corsets	1,731,980	1,791,954	+ 3.5
5. Millinery	210,536	230,088	+ 9.3
6. Women's and children's apparel- (Total 1 - 5)	7,099,034	7,520,014	+ 5.9
7. Men's and boys' clothing and furn- ishings	4,301,144	4,623,431	+ 7.5
8. Drugs and toilet articles and prepara- tions	1,290,973	1,403,154	+ 8.7
9. Piece goods	1,907,810	1,954,025	+ 2.4
10. Smallwares	1,543,875	1,602,051	+ 3.8
11. Food and kindred products	2,426,409	2,608,439	+ 7.5
12. Furniture	1,040,187	1,065,584	+ 2.4
13. Home furnishings	1,627,351	1,681,214	+ 3.3
14. Household appliances and electrical supplies	565,289	671,260	+18.7
15. Hardware and kitchen utensils	716,408	771,842	+ 7.7
16. Radios, musical instruments and supplies	673,235	514,879	-23.5
17. Shoes and other footwear	2,164,583	2,463,355	+13.8
18. Stationery, books and magazines	1,205,931	1,276,978	+ 5.9
19. All other departments, total	5,494,264	5,846,303	+ 6.4

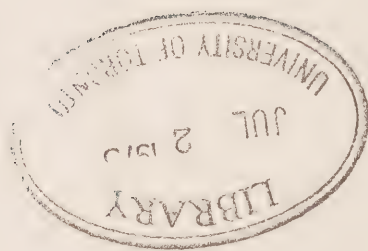
(x) Based on sales of 22 firms.

INDEX NUMBERS OF DEPARTMENT STORE SALES (Average for 1930 = 100)



INDEX NUMBERS OF RETAIL SALES (Average for 1930 = 100)





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